

# Africans in Boston Review



AFRICANS  
IN BOSTON

Boston, Massachusetts

Monday January 28, 2013

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## Happy New Year— A Call to Action

### Happy New Year!

As we are about to fully enter the year 2013, it is important to look back at the road traveled and focus our energy and resources on our goals for the new year. Our mission remains constant: Africans in Boston is committed to connecting the different African communities in the state of Massachusetts by enriching community members lives through: programs, services, and events that educate, entertain, and foster business relationships.

### 2012

In 2012, we have built relationships with local businesses and local educational institutions to host Hakuna Sundays, AD Net Tuesdays and other events. We have forged partnerships with the Boston University African Presidential Center, the Boston University Center for Finance and Law and the Boston University African Studies Center. For example, on Friday, December 6<sup>th</sup> 2012, on the eve of the Ghanaian presidential elections, WARAA ( West African Research Association) joined with Africans in Boston and the Boston University African Studies Center to host a screening of the film “An African Election” followed by a discussion about the democratic process in Africa. We have also made changes to our newsletter: The Africans in Boston Review is a now monthly publication featuring business spotlight and members in the community sections. Our website – africansinboston.org - has experienced a phenomenal growth when it comes to content and number of hits. Africans in Boston members now enjoy an area on the website where members can access valuable resources and information.

### What to look for in 2013: Technology

We live in a time of extraordinary change and technology is accelerating the pace of it. That’s good news because we fully embrace it. Smart phones, tablets are here as well as social media. It is key for AD Net (African Diaspora Network) and Hakuna Sundays to be present on those vehicles as we release additional functionalities on our website such as an online store where gift products, pins, mugs, T-shirts can be purchased.

### What to look for in 2013: Comprehensive list of African organizations in Massachusetts

We are fortifying our relationships with the local African community organizations such as ZANE (Zambian Association of New England)- zane.org -, Kenyans in Boston – kenyansinboston.com -, Chadians in Boston, Ethiopians in Boston, Somalis in Boston, Nigerians in Boston, Ghanaians in Boston, Tanzanians in Boston, Moroccans in Boston, Ugandans in Boston, Cameroonians in Boston, South Africans in Boston, Egyptians in Boston, Cape Verdeans in Boston, Congolese in Boston, Ivorians in Boston, Senegalese in Boston, Guineans in Boston, Sudanese in Boston, Algerians in Boston ... This ongoing effort should shed more light on the work done by each community organization and its structure. A comprehensive and functional list of African organizations in Massachusetts will open the door to getting funding to support relevant initiatives and will facilitate mobilizing Africans in the area when needed.

### What to look for in 2013: More partnerships

Africans in Boston will continue building new relationships through initiatives such as the “Book of Lists” and the “Boston 30+ school link”. The “Book of Lists” consists in building a comprehensive directory of all African-owned businesses in the Greater Boston area first and then in the state of Massachusetts. The “Boston 30+ school link” initiative consists in connecting all the head of African studies department, scholars, heads of African student organizations and clubs from the Boston 30+ schools to share information and communicate efficiently.

### What to look for in 2013: AiB Annual Gala

The Africans in Boston Annual Gala will be an opportunity to showcase the best of what Africans in the area have to offer in art, fashion, science, politics, innovation and aims to be a major annual event.

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### What to look for in 2013: Language Center, Services and Programs

We are stepping back to ask ourselves what kind of services and programs Africans in Boston can offer to its members. It makes sense to start focusing on an African Language Center where experts can provide services in language translation and interpretation. It also makes sense to focus on healthcare, transportation, financial literacy and sports.

### A call for action

2013 is really an opportunity for you to get involved as a volunteer or as member. The implementation of our agenda is necessary as it enables us to build capacity. Once we build that capacity, the African Diaspora will have the leverage and resources to tackle local challenges such as immigration, employment and housing and influence foreign policies ( i.e. Energy, turmoil in Mali and Congo-DRC).

Thank you,

Voury Ignegongba  
President, Africans in Boston



## Are You Effective? Social Media Gives Small Businesses a Boost

The evolving nature of social media continues to create avenues where there may not have been any before, allowing businesses to get cozier with their audience and ultimately blurring the lines between “Friend” and advertiser.

Social media is a fertile marketing platform for businesses with, what seems to be, a direct line to both current and potential consumers. Long gone are the days of cold-calling in fact, consumers have grown tired of pop-ups and advertisements embedded in the sidebars of websites or YouTube videos.

This should not come as a surprise to businesses which are made up of consumers. Many have taken the hint and recognized that consumers pretty much do not like to be solicited and will bypass annoying ads at all cost--this is where social media comes into play.

Savvy businesses have invested in becoming more effective in targeting specific audiences as well as tracking the results of their marketing and advertising efforts. Meanwhile, many small business owners and nonprofit organizations find themselves at the helm of their own public relations machine--marketing and advertising for their businesses on their own.

If you happen to be one of these small businesses and have decided to take advantage of the social medium, then you are probably clear of the benefits and burdens. On one hand, in addition to a company webpage--Facebook, YouTube, Twitter, LinkedIn, Instagram, Yelp, Tumblr, etc. are integral in cultivating human relationships with consumers. On the other hand, the use of social media in business has created an unexpected job niche for the slightly tech savvy which can be a burden for the overstretched administrator trying to do it all.

The truth is that there are so many of us failing to harness the true potential of social media due to controllable factors and blindly casting our lines into the sea, an ineffective strategy at best.

The question then is how do businesses effectively market themselves using social media?

A better strategy is to **involve the audience**, after all social media is social and socializing is a two way relationship. Giving meaningful feedback through your platform is just as important as updating the status of your organization. “Liking” pages, acknowledging comments and commenting on the work of other organizations is a necessary component in creating a strong community of supporters who will most likely return the favor.

**Pick the right platform for your business.** Are you a restaurant?--then Yelp should be a staple in your media arsenal. If you are in consulting or sales then LinkedIn may be a better platform. An artist? --try Tumblr.

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## Africans in Boston Review

**Know your limitations.** Don't take on the social media aspect of your organization unless you can commit to at least 2-3 hours a day in running a page. Understand that running a social media platform is multifaceted and includes posting, commenting, researching and interpreting data. If, you are lacking in this area hiring a consultant may be the best route for your business.

**Tiffani Morale-Westbrook** is a freelance writer and consultant specializing in business and grant proposal writing. She holds a B.A. in Professional Writing with a minor in Communications from the University of Massachusetts Boston. If you are interested in her professional writing or consulting services please send an email to: [prowriting001@gmail.com](mailto:prowriting001@gmail.com)



## Healthy Living – A Lifetime Commitment

As with every New Year, many will commence a resolution to live a healthy lifestyle. Typically, these resolutions are accompanied with deadlines; Valentine's Day, wedding invitations, class reunions or getting a head start to fit into your sexy summer swimwear.

Embarking on a healthy lifestyle is a lifelong commitment; There are no deadlines.

And in the event where a goal has been achieved, maintenance is important to prevent a relapse.

To successfully stay the course of a healthy lifestyle, it's important to understand the following;

1. Understand your blood pressure, cholesterol and percent body fat numbers. They are more important than your body weight number. Most local pharmacies and clinics offer free blood pressure checks. Consult your primary health care physician for a cholesterol and percent body fat check.
2. Set small goals and celebrate when they are achieved. Small goals foster accountability while big & tough goals put strain in the process. Many failed healthy lifestyle resolutions are caused by high goals with extremely short deadlines.
3. Healthy living isn't about restrictions but understanding proportions. Moderation is the key. Too much of anything, including exercise, can be problematic. Excessive exercise without adequate rest results in muscle soreness, weakness and in serious cases inflammation. On the other hand, little changes such as reducing salt intake or cutting back on sodas, make distinct positive impacts on one's health.
4. Have fun! This is the time to expand your palette. Try a new healthy recipe or exercise trend such as crossfit. Attending a cooking class to learn some new methods. Being on a healthy living journey does not mean the experience has to be bland or boring. Join local running groups such as [Black Girls Run](http://www.blackgirlsrun.com/) - Boston (<http://www.blackgirlsrun.com/>). They are great venues for getting support on your journey.
5. Inform your family and friends about your journey. 9 out of 10 times, they'll be happy to act as your support system. Furthermore, you may inspire them to start making healthy decisions too. Use this as an opportunity to sign up for fun group activities such as salsa classes at a discount using Groupon - Boston (<http://www.groupon.com/browse/boston>)

Goodluck! Remember, this is a lifetime journey. Do not give up if you experience a relapse

Mambi. L.Ashu , M.Sc.,Exercise Science is an Exercise Physiologist and Physical Education instructor. Ms Ashu promotes health care and the benefits of exercise on her personal blog:

<http://www.mapetiteniche.blogspot.com>



## Business Spotlight: Follow the Honey

Africans In Boston recently visited with Mary Canning, owner of Follow The Honey, at her store in Cambridge's Harvard Square, which since its opening on National Honey Bee Day in 2011, has demonstrated its long term commitment to encouraging international community building and education through raising awareness by way of the sweet stuff. It seems simple, a store specializing in the sale of honey, many of us have some nostalgia concerning its use whether that be through a soothing Hot Toddy when under the weather, a beekeeper in the family or in some far off landscape traveled where you indulged in honey-drenched bread. This is part of the potency of the narrative honey inspires.

Honey, regardless of appearance, has distinct flavor profiles based on the foraging flowers of the bees, moisture content of the soil and temperature where it's cultivated, so one can never judge a honey by its color! In the store the story is revealed by the charming vintage décor, hand-picked & designed by Caneen, Mary's daughter and company co-owner, illuminated by the unparalleled selection of international honeys, beeswax creations, books, jewelry and beyond; refreshingly presented and curated with care by the knowledgeable team of "worker bees". Stepping through the door into "the hive" you can feel that you are in for an experience with each honeybee co-cultivated offering awaiting the chance to transport you.

Follow the Honey has an impressive selection but it was through Canning's business trip to the Honey Expo in Tanzania, Africa, which the story of the Tanzanian honeys, can be told. According to Canning, "Africa has eco-diversity and foliage that fosters the perfect environment for bees." As worker bee, artist Erin Shaw explained at the complimentary honey raw bar tasting, "Each honey is flavored by the essence of the flower nectar the bees feed on". From Tuscany to Tasmania to Palestine to Greece and beyond; "honey opens up the mind by way of the magic carpet ride of the palette," says Canning.



*Mary Canning and Tanzanian PM Mizengo Pinda's celebrating working partnership to bring economic development to remote regions of Tanzania through ~ Asali Pesa!*

journeyed to Kerala India. There she saw good people cultivating tons of honey and beeswax unable to penetrate the global marketplace. Yet, those who had gotten a leg up, had substantively upgraded local systems to include irrigation, health care and education within a relatively short period of time. Her inspiration.

Today, she uses her love for beekeeping to raise awareness and bridge the gap between American consumers, truth seekers and global beekeepers ~ such as those in Tanzania ~ who she is working with to change minds and hearts as to its value. Says Canning, "This is liquid gold and those producing it should feel proud, be seen and well compensated for it. This is the heart of our Follow The Honey mission-- where social justice & economics meet."

So it was a vision come true, when Mary received a personal invitation from Prime Minister Mizengo Pinda of Tanzania- himself a beekeeper -to attend the Dar es Salaam Honey Expo October '12 to cultivate a working partnership with National Beekeeping Supplies David Camara, working intimately with remote regions of the country to centralize honey production in order for it to meet standards allowing it to enter the American and European marketplace. With Cameras' expertise mobilizing community to produce premium honey in pesticide free regions of forage and Canning & Company's panache branding, marketing and selling; a match made in, well, "human rights" heaven.

Canning turned to bee-keeping, after a professional career in documentary filmmaking, to nurse a wounded soul after losing her first husband to cancer. She was touched by the potential of bees and their honey not only to heal, but to boost economic potential in areas where marginalized individuals - widows and subsistence farmers in this case, when she

## Business Spotlight: Follow the Honey cont'd

Bees and honey get people resonating about their inherent, some say talismanic, medicinal properties where all wisdom traditions having them nestled in lore. That said, they are the perfect vector to think outside the box, when it comes to multiculturalism, poverty, gender, war or the eco-system. Bees of today are this generations "canary in a coal mine." Thus by offering a selection of international and rare honeys, Canning has gently opened a fair trade dialogue with human beings questioning conflict, class and pesticides at center stage -thereby proving that we get more flies with honey than vinegar!

So it may be the sweetness of honey that brings customers into Follow the Honey at first, but it is the immersion in the honey story that keeps them coming back. Canning looks forward to receiving their first shipment of Tanzania Asali early autumn this year into Boston seaport while building nascent bees-ness relations in Ghana, Burkina Faso, Kenya, Benin and beyond. Honey for humanity!

Follow The Honey will host "Africans In Boston" Hakuna Sunday --a bi-weekly social for African students, young professionals, entrepreneurs, business men and women and others to network— February 17th, Valentine's Day weekend, so do bring your honey to indulge in the "sweet stuff" ~it is today's flowers, champagne & chocolate; yet literally lasting forever as the Pharaohs can attest . An array of honeys will be available for tasting & entertainment provided.



*Honey Expo in Tanzania*



*Mary Canning and daughter Caneen Canning*



*Honey Expo in Tanzania*

## Announcements

### **Educational Newsletter for all educators of French in New England.**

Each month the Boston General Consulate of France send a newsletter specifically designed for educators of French in New England. The online publication talks about the last educational resources, field trips ideas, events, contests, teacher trainings and more.

To register, please contact Magali Boutiot, Educational and Linguistic Assistant.

[magali.boutiot@diplomatie.gouv.org](mailto:magali.boutiot@diplomatie.gouv.org).

### **Bulletin éducatif pour les professeurs de français de la Nouvelle Angleterre**

Chaque mois le Consulat Général de France à Boston édite un bulletin qui s'adresse plus particulièrement aux professeurs de français de la Nouvelle Angleterre.

Vous pourrez y lire des informations concernant des ressources en matière d'enseignement du français, concours, formations, événements, sorties, etc.

### **Pour vous inscrire, merci de contacter :**

Magali Boutiot,

Assistante pour les Affaires Educatives et Linguistiques

[magali.boutiot@diplomatie.gouv.org](mailto:magali.boutiot@diplomatie.gouv.org).

## Internships

### **WARA Diaspora Internship Competition for Summer 2013**

In 2013, WARA will award one (1) Diaspora Graduate Student Internship. The competition is open to U.S. citizens who are enrolled in the M.A. program of an accredited college or university in the United States. We strongly encourage students from HBCU's and those without previous foreign travel experience to apply.

Each internship will provide round trip travel to the indicated West African country and a stipend of \$2,500 to cover the cost of living for 6 to 8 weeks. The West African Research Center (WARC) in Dakar, Senegal may assist selected interns to locate lodging, and to identify and establish an appropriate intern affiliation with an agency, university or other suitable organization.

All applications must be submitted online at

<http://fs9.formsite.com/westafricanresearchassociation/form9/index.html>

No later than February 1, 2013. Late applications will not be considered.

Complete applications will consist of one original and three (3) copies of all materials except letters of reference. These should be included in the application packet in envelopes sealed and signed by the referee. Letters of reference sent separately will not be considered.

Please direct inquiries and submit letters of reference and transcripts to

West African Research Association

Boston University African Studies Center

232 Bay State Road

Boston MA 02215

Tel: [617-353-8902](tel:617-353-8902)

Email: [wara@bu.edu](mailto:wara@bu.edu)

***Funding for The WARA Diaspora Internship is provided through a grant from the US Department of Education.***

## Upcoming Events

### Gallery Basquiat Boston | “Toxic Hollywood” Call 2 Artists

WHEN: Late Winter/Early Spring – Due date 4 Digital Images: February 8<sup>th</sup> 2013 by midnight

WHERE: Gallery Basquiat Boston | 391 Dudley Street - Boston, MA – 02119

WHAT: This is a call to all visual artists for the grand opening of Gallery Basquiat Boston. The goal for Our Grand Opening is to welcome everyone to see the potential and impact the arts can have on our lives, communities, and views of the world.

Following the success of previous events that have hosted inside and outside of the gallery walls, we are proud to see a space established where like-minded individuals can come together, create change, and inspire one another. The name and theme for this show were created in consultation with a group of Boston youth including representatives from the ICA's Teen Arts Council and inspired by the artwork done by Jean Michel Basquiat “Hollywood Africans”. Any questions may be directed to Aziza Robinson-Goodnight – [azizarobinson@yahoo.com](mailto:azizarobinson@yahoo.com) – [617.571.3375](tel:617.571.3375) – 617.445.ARTS

### AD NET Tuesdays



WHEN: Tuesday, January 29, 2013 | 6:30pm-9pm

WHERE: Prudential Tower - 16th floor | 800 Boylston Street - Boston, MA – 02467

WHAT: 30 minutes presentation by Ousmane Diagne, Investment Manager and Director of Timbuktu Capital – [timbuktucapital.com](http://timbuktucapital.com) - followed by 1-2 hour discussion and Q&A. Ousmane Diagne will cover the following: Elements of Financial Literacy ( Understanding the System); Entrepreneurial Spirit ( Rewards of entrepreneurship done the right way); Adaptive Personal Financial Plan ( applying your knowledge).

Directions: Ask for elevators to go to the Top of the Hub or just Prudential Tower - same tall landmark - 16th floor- T- stops: E Green line Prudential or C B D Green line Copley or Hynes Convention - Bus Route : 39

**COST:** \$99 (discounted to \$0- FREE) Dinner will be served

**RSVP:** Please send your first, last name to [info@africansinboston.org](mailto:info@africansinboston.org) – Seating is limited to 25. **RSVP no later than Mon Jan 28, 2013- Bring ID because it is required to use the elevators to go up to the 16th floor - Seating is limited to 25.**

Timbuktu Capital Management, LLC offers financial planning and investment advice. (Financial planning includes tax planning, insurance planning, retirement planning and estate planning. Ousmane Diagne has a Bachelor of Science degree in Engineering from Lafayette College, Easton PA. During his university studies Mr. Diagne recognized that his career would be in the world of investment and finance. While completing his engineering degree program, he also took numerous courses on finance, business, and investment to earn a degree in Economics and Business. Upon graduation he joined Charles Schwab, Inc., where he continued his studies in finance and financial management. He worked for several years as a trader, accumulating the market and investment knowledge and experience that are necessary to offer a complete package of financial management skills to his clients. The company weathered the difficulties of the recent recession, emerging stronger than ever.

For a listing of other events in the community visit [our page](#) to view the calendar



## Job Openings

### AiB | Open Position: Communications Manager

The Communications Manager is the person in charge of the circulation of the information within and outside of the organization ( i.e. weekly newsletter updates, media, TV, radio bookings, community news). The Communications Manager is the person in charge of the Global outreach strategy for AiB ( Boston 30+ schools outreach initiative, Massachusetts schools outreach initiative, local organization, companies, corporations and communities outreach initiative, global outreach initiative).

[Click here to read more about the job description.](#)



### AiB | Open Position: Paralegal/Legal Assistant Trainee

Africans in Boston is seeking an energetic self-starter to join the team. This is an outstanding opportunity to learn as you work. We will train an enthusiastic, highly motivated, candidate in pre and post-judgment civil litigation casework; court scheduling; asset searching; inbound and outbound phone calls as well as other legal and administrative responsibilities.

[Click here to read more about the job description.](#)



### AiB | Open Position: Marketing Manager

The Marketing Manager will oversee the organization's brand and image. (i.e. web site, social media, Facebook, twitter, YouTube, SEO). In collaboration with the Event Planning, Communications and IT divisions the Marketing Manager will develop a marketing campaign to increase online traffic, membership and registration levels. The Marketing Manager will also implement innovative strategies to push Africans in Boston's brand both locally and internationally.( Boston 30+ schools outreach initiative, Massachusetts schools outreach initiative, local organization, companies, corporations and communities outreach initiative, global outreach initiative).

[Click here to read more about the job description.](#)



[Click here to view more pictures](#)

## About Us



Africans in Boston, Inc. is an organization that fosters the socio- economic and educational development of its members by offering a platform that connects the African Diaspora in the greater Boston area and in the state of Massachusetts. The organization provides its members with various resources by cultivating meaningful and professional relationships and by creating a thriving environment.. By representing the African Diaspora living in the Greater Boston area, AiB's objectives are to:

- Unite the African Diaspora and establish a strong network
- Broaden the African Diaspora 's exposure and create a thriving environment
- Cultivate meaningful social and professional relationships

The total African population in Massachusetts is estimated at 101,776 as of 2012.

Africans in Boston, Inc.

Social | Educational | Business | Entertainment

[www.africansinboston.org](http://www.africansinboston.org)

## Interested in Becoming a Member?

### AIB MEMBERSHIP APPLICATION AVAILABLE ONLINE

If you are interested in becoming a member please visit our page to [register](#) . Also, see below for the following types of memberships, payments can be made on the [donation](#) section of the website :

All annual memberships include access to the newsletter in addition to the following:

- Student: limited access to AiB membership database (\$20)
- Associate: access to AiB database (\$50)
- Full: Complete access to AiB database and voting rights (\$100)

## Business Sponsors

