

PITT COUNTY WOMEN'S JOURNAL

# PCWJ

March 2020



WOMEN TO WATCH | LOCAL CULTURE | NON-PROFITS | BUSINESS TIPS | EVENTS



## LETTER FROM THE EDITOR

I get excited over the strangest things. Lately, I've been all about fermented foods. In preparation for a surgical procedure which will entail the use of systemic antibiotics, I'm planning my recovery to include the replenishment of my gut flora. Do I sound like a science nerd yet?

You've heard of probiotics? Fermented foods are a source of those healthy gut bacteria, and many homemade ferments have the benefit of also containing the specific prebiotics (fiber) necessary to feed those little buggers.

Aron has been great about not really asking me what I'm making. He just doesn't have the same appreciation for kitchen science experiments that I do. I tell him all about them and he mostly listens and sometimes even asks a question, but mostly he just lets me be.

On my recent list of recipes: fermented carrots with turmeric and ginger, fermented celery, honey fermented garlic, honey fermented cranberries and ginger, pineapple sauerkraut with turmeric, red cabbage and beet kraut, tepache (fermented pineapple rinds with cloves and cinnamon), and kvass (fermented beets).

For the record: yogurt, kombucha, kefir, and miso are already part of my regular diet.

The science nerd and hippie parts of me are war over which side is most excited.

I make a point to avoid antibiotics unless absolutely necessary. Since they are absolutely necessary, I'm using my blank slate as an opportunity to cultivate a whole new me. This is me turning lemons into fermented lemonade.

*Amy Daniels*

## SERVING THE WOMEN OF PITT COUNTY SINCE 2005

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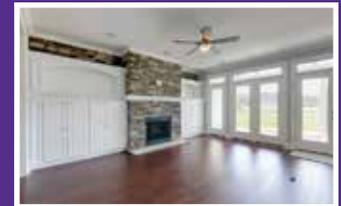
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**3160 EMERY DRIVE,  
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 4 BR, 3 BA, bonus room over garage, master and second bedroom on first floor, 3/4 acre lot, open kitchen with large work island & butlers pantry. Smart Home wiring. Screened porch & front porch.

# LOVE YOUR WORKOUT AT TITLE BOXING CLUB

BY AMY DANIELS

Title Boxing Club in Greenville offers members a guaranteed sweat session. Amped up music creates high-energy atmosphere and knowledgeable staff provide members with a solid workout tailored to their fitness level, no boxing experience necessary!



Don't be intimidated by the name—Title Boxing Club welcomes anyone who wants a good workout, most of the boxing is you versus the bag. Title Boxing Club boasts over 50 heavy bags (100lbs) for members to use during group classes.

Classes at Title Boxing Club include boxing, kickboxing, and mixed martial arts (MMA), all of which are open to members of any fitness level and ability. Trainers demonstrate proper technique and coach members through combinations for a thorough workout. Personal training sessions are also available.



When you are in the ring, it's you following a guided combination routine led by a well-padded trainer. No contact sparring or knock-outs to fear. If you're new to boxing, think of it like a much cooler version of group aerobics.



Owner Carissa Chappell has made it a priority that everyone who walks through the door feels fully supported in meeting their health and fitness goals. The proof shows through the members—new and seasoned—who testify that Title Boxing Club is not just a gym, but a tribe of staff, trainers, and members who are willing to step up for each other.

## PICK YOUR MEMBERSHIP LEVEL

**CLUB 4 – Work out up to 4 times per month.** Consider this a one-a-week “punch therapy” level of membership. If you have a hectic schedule or hitting the gym regularly seems daunting, start here! Before long, you'll be hooked and want to make boxing a regular part of your schedule.

**CLUB 8 – Work out up to 8 times per month.** Ready to add regular workouts to your schedule? With an 8-class pass, you can plan on 2 sweat sessions each week (or however else you want to spread them out).

**CLUB CARD – Unlimited workouts all month!** Are you committed to getting in the best shape of your life? Attend as many classes you can handle. Participate in a 100 challenge and try to join the elite few who earn 100 participation stars before the deadline (plus get bragging rights and free swag!)

**FAMILY PLAN – All of the same membership levels but at great prices so the whole family can box!** Title even offers boxing classes for kids ages 6 and up.

Title Boxing Club is located at 3700 Charles Boulevard in Greenville. Check out the class schedule at [TitleBoxingClub.com/greenville-nc](http://TitleBoxingClub.com/greenville-nc). Your first class is free! Don't wait to join the club—it's where you'll find your tribe.

## MEMBER TESTIMONIALS

“From the very first class, [everyone has] made me feel like family and been so supportive. I didn't expect it to be so empowering and addicting!! After I got over my initial fear of not knowing a thing about boxing I became addicted to it.”

—Michele W., member for 1 month

“The energy, the positivity, the community that you find in TITLE just can't be beat! I've been to gyms where the trainers were just that - trainers. All of the trainers at TITLE will make you work your butt off and then take the time after class to get to know you, too. They remember you by name and will know when you don't show up. It's motivating to have them personally rooting you on.”

—Grace N., member for 3 years

“I get extremely bored or discouraged easily at ‘normal’ gyms because I'm either not having fun, I don't know what I'm doing, or some combination. At Title, I'm getting an incredible workout packaged in a fun boxing objective. I didn't expect to find the level of support and tribe mentality from not just the staff but members as well. Everyone at Title genuinely cares about your personal fitness success.”

—Kyle K., member for 4

“If you ever told me I would be boxing regularly in my forties, I would have said you were crazy but here I am! The classes are at all different times of the day so because my schedule is never the same it allows me to classes easily. There are members at all different levels of physical fitness and the classes are pretty adaptable to anyone. The trainers are great and they each bring something different to the table.”

—Patty B., member for 4 years

“Working out at Title is exactly the stress and tension release I need at the end of my day. It's one hour of checking out of day-to-day life and just focusing on the bag. It's what I look forward to everyday and I miss being there on the days I can't make it. Having an unlimited membership allows me to join any class, at any time – at MY convenience – as often as I'd like, but mostly I appreciate that it gives me access to any Title facility in the country. I'm out of town often, so if I'm traveling to a place that has a Title gym, I can take advantage of that access and not miss my workout.”

—Chanel H., member for 4 years





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# Welcome to the Team

BY DEBORAH RANDOLPH



Coalition, Business Networking East, and has been a past team leader in raising funds for research of Alzheimer's disease. In May of 2017 she married Dan Heinz, a USMC veteran and Realtor who works with his family and their real estate and construction businesses. After four years of traveling with her job as corporate trainer for Brookdale and then Senior Lifestyle, Melissa welcomed the opportunity to stay home and join the family business. She brings with her a wealth of experience in helping people make good life decisions and coordinating available resources to provide solutions to those changes. These skills translate well to the real estate industry, which requires a knowledge of finance, law, inventory, home evaluations as well as the ability to listen and identify the needs of her buyers and sellers, helping them find and purchase their next home. In a market with limited inventory Melissa is diligent about knowing which homes are for sale, what may be coming available in the near future and communicating that information to her clients. Now, instead of navigating airports and airline schedules, she works daily to educate her clients, keep pertinent information in front of them and make the home buying and selling process as seamless and stress-free as possible.

Melissa Heinz joins her family, and ENC Pirate Realty, Inc., with a unique perspective on the sale and purchase of homes. She has over nine years of experience as a senior living advisor, both in the on-site community relations position and as a nationwide corporate trainer responsible for the education of associates and executive directors. Melissa knows the questions to ask when considering a move to a senior living community, having been the person counselling family members during that process and also as a granddaughter vetting a senior home for her aging grandmother. When considering a move for a family member she suggests you think of the care and wellness needs and lifestyle of that person and proceed to find a community which can meet those expectations through personalized programming and quality care. If you do not know a local advisor, she recommends you research home care and senior living options and contact free resources such as A Place For Mom. Not only will they answer questions and provide advice, they can refer you to a senior living community near you which can meet the needs to your loved ones.

Melissa grew up in Clayton, NC and moved to Greenville over 13 years ago to attend East Carolina University and graduated with a degree in communications. As an ECU alumni she stays true to the Pirates and eastern North Carolina. She is passionate about supporting local community groups and shopping local. Melissa has watched with pleasure as Greenville and ECU have both grown. She is involved with the Junior League of Greenville, the Pitt Aging

To say that Melissa knows Greenville and Pitt County may be an understatement. She is aware of the intangible benefits of living in a close knit, thriving community where people enjoy life. She realizes that before people choose their home there must be an emotional connection to their surroundings. Melissa is excellent at showcasing Greenville and its long history of music, sports, theatre, education and medical care, reminding people that we are a big little city and have much to offer. She has a skill for matching people with the right community and turning clients into lifelong friends. Melissa lives in Davencroft Village with Daniel and their two pugs, Bonnie and Little Lola, where they enjoy cooking for their friends and binge-watching Netflix. In addition to their work they both look forward to vacations at the beach, attending Pirate football games and checking out new restaurants. If you would like to join them give Melissa a call.



**Melissa Heinz | 252-695-8848**

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# EASTERN RADIOLOGISTS

## **DR. ERICKA GRIFFIN**

Dr. Ericka Griffin is the Medical Director of Eastern Radiologists' Breast Imaging Center in Greenville, North Carolina. She also serves as an affiliate associate Professor of Radiology for the Brody School of Medicine at East Carolina University. Dr. Griffin is knowledgeable in the latest breast imaging technology such as tomosynthesis, contrast enhanced mammography and MRI. She performs diagnostic breast procedures and biopsies using the most up-to-date technology.

After obtaining her Bachelor of Science degree in Molecular Biology from Tulane University, she earned her medical degree from Howard University College of Medicine in 1997. Dr. Griffin completed a Diagnostic Radiology Residency at the Cleveland Clinic Foundation in Cleveland, Ohio, where she served as the Chief Resident of Radiology. Under the directorship of Gilda Cardenosa, she completed her Breast Imaging Fellowship at Moses Cone Hospital in 2003.

Dr. Griffin is board certified in diagnostic radiology by the American Board of Radiology (ABR). She is a member of the Old North State Medical Society, the American College of Radiology (ACR) and the Society of Breast Imagers (SBI).

In addition to leading Eastern Radiologists' Breast Imaging section, Dr. Griffin is passionate about women's health, more specifically, being proactive about early detection, through annual screening mammograms for women, 40 and over. She is an advocate of lung, cervical, colon cancer screening and health maintenance in women. Outside of her time in the office, she gives seminars to those in the surrounding areas who are eager to learn more about breast cancer and stresses the importance of disparities in breast cancer. She also serves as the Committee Chair of the American Cancer Society's Making Strides Against Breast Cancer of Eastern North Carolina. The event raises money to help the American Cancer Society fund groundbreaking breast cancer research and provide patient services like free rides to chemo, free places to stay near treatment, and a live 24/7 cancer helpline.

With Dr. Griffin at the helm, Eastern Radiologists Breast Imaging Center is a proud partner in the process of your health. The Breast Imaging Center offers multiple services including mammograms, breast MRs (magnetic resonance), CESM (Contrast Enhanced Spectral Mammography), breast biopsy, breast ultrasound, and Bone Density (DEXA) scans.





### **EASTERN RADIOLOGISTS BREAST IMAGING CENTER**

The Eastern Radiologists Breast Imaging Center offers both traditional digital mammography and tomosynthesis, or 3D mammography. A traditional digital mammography is essentially two pictures taken of each breast, while the 3D mammography is a sequence of images that are taken of each breast from different angles. By receiving both a 2D and 3D mammogram, you are reducing the frequency of return visits. Tomosynthesis has been proven to improve cancer detection, especially in women with dense breast tissue or a greater amount of glandular tissue.

Mammography is the only screening method that has been proven to reduce cancer deaths. By using low doses of X-rays, Eastern Radiologists' breast imaging specialists are able to evaluate the breast tissue and determine any signs of irregularities. When conducted yearly, this screening can help detect breast cancer long before a lump is felt. Early detection is key to positive outcomes when faced with cancer diagnosis.

Eastern Radiologists Breast Imaging Center is proud to provide the most advanced option available in breast biopsy to their patients. With the guidance from the 3D screening, there is greater accuracy and faster procedure time all while obtaining a lower patient dose of radiation.

If you are a woman at higher than average risk for breast cancer, then there is a chance you will need a breast MRI. A breast MRI is a Magnetic Resonance Imaging (MRI), that generates multi-dimensional images of the breasts soft tissue, these images are especially detailed.

Alongside their state-of-the-art technology, the Eastern Radiologists Breast Imaging Center is board certified and accredited by the American College of Radiology (ACR). They have been recognized by the ACR as the Breast Center of Excellence since 2007. Wherever you chose to have your mammogram or whoever you chose to interpret your images, it's important that you check the qualifications of the entire team to ensure you are receiving the highest level of care.

### **RISK FACTORS FOR BREAST CANCER**

As an expert in the field of breast imaging, Dr. Griffin utilizes her extensive knowledge to share information about risk factors of breast cancer.

According to the CDC (Centers for Disease Control and Prevention), some women are at a higher risk for getting breast cancer at an early age compared with other women their age. If you are a woman younger than age 45, you may be at a higher risk if-

- You have close relatives who were diagnosed with breast or ovarian cancer (particularly at age 45 or younger).
- You have changes in certain breast cancer genes (BRCA1 and BRCA2).
- You are of Ashkenazi Jewish heritage.
- You were treated with radiation therapy to the breast or chest in childhood or early adulthood.
- You have had breast cancer or other breast health problems such as lobular carcinoma in situ (LCIS), ductal carcinoma in situ (DCIS), atypical ductal hyperplasia, or atypical lobular hyperplasia.
- It has been recommended by the ACR that African-American women be added to those who are at higher than average risk.

Rates of breast cancer in the U.S. vary by race and ethnicity. African-American women present with breast cancer at an earlier age than Caucasian women. African-American women's median age of onset is age 54, whereas Caucasian women's median age is 61.

While overall rates of breast cancer in African-American and Caucasian women are about the same, African-American women are 20% to 40% more likely to die from breast cancer. The reason for this disparity is likely due to several factors, including genetics, the biology of the cancer, and differences in healthcare.



## WHAT CAN YOU DO TO REDUCE YOUR RISK?

There are many factors that can influence your breast cancer risk, and most women who develop breast cancer do not have any known risk factors or a history of the disease in their families. However, according to the CDC, you can help lower your risk of breast cancer in the following ways-

- Keep a healthy weight.
- Exercise regularly (at least four hours a week).
- Don't drink alcohol, or limit alcoholic drinks to no more than one per day.
- Avoid exposure to chemicals that can cause cancer (carcinogens).
- If you are taking, or have been told to take, hormone replacement therapy or oral contraceptives (birth control pills), ask your doctor about the risks and find out if it is right for you.
- Breastfeed your babies, if possible.

If you think you are at higher risk, talk to your doctor. Your doctor may recommend that you get screened earlier and more frequently, refer you to a genetic counselor, and/or consider medicines or surgeries that can lower your risk. If you are an African-American woman, talk with your doctor about a risk assessment for breast cancer at age 30 to determine the need for high-risk screening. Screening should start annually at age 40 for average risk.

Eastern Radiologists Breast Imaging Center offers convenient hours to accommodate busy schedules. The Breast Imaging Center is open on Saturdays, and stays open late on Tuesdays.

Dr. Griffin would like to remind you that making time for your health isn't selfish, it's smart, so take the first step and schedule your screening, today.

You should also make healthy lifestyle choices, and make informed decisions about treatment. It is always a good idea to take someone with you to doctor appointments. A second ear can help you separate emotions from facts, and widens the net to receive all of the information presented, as well as ask questions you may forget to ask. Your health is ultimately your responsibility.

Eastern Radiologists Breast Imaging Center, has the technology you need and provides the care you deserve.

*Black Women Added To Breast Cancer High-Risk Group. Breastcancer.org. <https://www.breastcancer.org/research-news/black-women-added-to-high-risk-group>. Accessed on February 14, 2020. 2018. | Breast Cancer in Young Women. U.S. Department of Health and Human Services Centers for Disease Control and Prevention. [https://www.cdc.gov/cancer/breast/young\\_women/bringyourbrave/pdf/breastcanceryoungwomenfactsheet.pdf](https://www.cdc.gov/cancer/breast/young_women/bringyourbrave/pdf/breastcanceryoungwomenfactsheet.pdf), 2020. | Breast Cancer Screening in Women at Higher-Than-Average Risk: Recommendations From the ACR | Monticciolo, Debra L. et al. Journal of the American College of Radiology, Volume 15, Issue 3, 408 - 414. | Howlander N., Noone AM, Krapcho M, et al. (editors). SEER Cancer Statistics Review, 1975-2016. Table 1.11. Median age of cancer patients at diagnosis, 2012-2016. National Cancer Institute. Bethesda, MD. Accessed on May 7, 2019. [http://seer.cancer.gov/csr/1975\\_2016/](http://seer.cancer.gov/csr/1975_2016/), 2019.*



# BUDGET® BLINDS



What do you look for in a window covering? It may be a question that you never thought about. Is it to show your style? Provide insulation from heat and cold? Provide more light and a better view? Or privacy and room darkening to help you sleep? Do you like the clean look of cordless lift or the ease of home automation? How do I cover an odd shaped window or large Sliding Glass Door? Don't worry, because the professionals at Budget Blinds can provide you with all of the answers to these questions.

Budget Blinds is the leading retailer of window coverings in North America. This has been achieved by offering the largest selection of window coverings at the best prices and with unmatched warranties. Our local Budget Blinds franchise was started by Owner/Operator Charlie Utz in 2005. Since that time, his team has built Budget Blinds of Greenville to one of the top five franchises in the system. Says Mr. Utz "We try to make the entire process as easy as possible. From the Free In-Home consultation through the final installation, our goal is to provide every customer with the best experience and products available! The fact that we come into your home and discuss the perfect style, color, control ensures that the final product is what you always dreamed of!"

Sure, Budget Blinds offers a variety of blinds, but they also offer much more. Some of these choices include Plantation Shutters, Roller/Solar Shades, Draperies, woven wood and honeycomb shades, Bahama Shutters and much more. "One of the largest advantages to choosing Budget Blinds is our wide assortment of vendors and options. We currently offer products from over 30 manufacturers and thousands of different options."

So, let's look at some of the choices when considering new window coverings.

## SHOW PEOPLE YOUR PERSONAL STYLE

You invest a lot of time and money into making your home a reflection of who you are. Are you a person that likes the timeless style of a Plantation Shutter? Or the clean contemporary look of a beautiful roller shade? Classic look of Draperies or the soft touch of a Roman Shade? Maybe you are not sure what is the latest trend or what is available, no problem! The professionals of Budget Blinds can help to explore the many styles, colors and options available.

## INSULATION FROM HEAT, COLD AND NOISE

While energy conservation is no doubt a must, why should style take a backseat to practicality? It doesn't have to with Budget Blinds. Our eye-catching window treatments enhance your space, allow in natural light while providing insulation from external temperatures. Our energy efficient window coverings can reduce your energy costs up to 30%. Live near a busy highway or other loud sounds? Window coverings can also help to reduce noise and provide sound absorption.

## LIGHT CONTROL AND VIEW

Do you like an unobstructed view or privacy? Do you like a soft light or total darkness? Different types of window coverings provide many options when it comes to light control, privacy or view. During your free In-Home Consultation Budget Blinds can explain the differences between tilting louvers, lifting shades, light control and view. "It's very important to us that the finished product is exactly what the customer envisioned during the consultation. Our style consultants will help to discuss the many features and benefits of all of our choices and manufacturers."

## MOTORIZED WINDOW TREATMENTS

Alexa, I'm home! Imagine walking in the door from a long day at work and in three words watching your lights come on, your blinds lift and your favorite music begins to play. Budget Blinds has become a leading expert in the world of home automation. Every type of window covering can now be motorized and can be integrated with your lights, sound and thermostat. You can even program and automate the operation of these window coverings at specific times during the day to help save on energy costs.

## ODD SHAPED WINDOW OR SLIDING GLASS DOOR

Many times, architectural details such as arched, round, oval, odd shaped windows or even sliding glass doors while beautiful, can provide too much light, too little privacy and heat to enter the house. "There are many options for architectural windows and sliding glass doors or large windows that people aren't aware of. We have years of experience and are highly trained to discuss these options and find the one that is best for each situation."

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# CREATING A SMART PLAN TO STAY IN PLACE

BY CHARLOTTE-ANNE ALEXANDER



Most of my clients want to stay in their homes, living well, as long as possible. It is a wonderful goal but requires specific planning to increase the odds of that outcome. The concept of “aging in place” is becoming a term we hear more often, but what does it really mean?

The U.S. Centers for Disease Control and Prevention defines “aging in place” as “the ability to live in one’s own home and community safely, independently, and comfortably, regardless of age, income, or ability level.” The goal of aging in place is to help older adults live a quality life in the home of their choice, with appropriate assistance and community/family support. A smart plan to age in place must anticipate legal, financial, practical, social and emotional needs.

Throughout our lives, our needs will change. For instance, that Last Will and Testament from 20 years ago which included a Trust for Minors and designation of Guardian for your young children may not be ideal now that your kids are in their 30s and financially independent. Or, although that 2800 square foot, two-story home with the

master bedroom upstairs was perfect when you first bought it, now it is too much space to maintain and the stairs are harder to climb. Perhaps it is time re-evaluate your present needs and make wise adjustments to support your desired future.

As an elder law attorney, I work with numerous community partners to help clients and their families create wise plans to age in place. My role focuses primarily on legal aspects of aging in place to ensure that clients’ estate planning, tax planning, Medicaid, disability, health care decision-making and long-term care issues are addressed, as well as create legal documents (like a Last Will and Testament or Trust, if needed) to protect heirs. Among the most overlooked and important documents we all need is a Durable Power of Attorney, which gives a trusted person the legal ability to manage finances if we become incapacitated or need help. It is crucial to have thoughtful estate and financial plans which anticipate and support the ability to live a financially secure retirement and then leave our assets as we desire.

A smart plan to age in place considers an individual’s physical environment. For instance, consider whether you can modify an existing home (e.g. enlarging doorways, make a bathroom and/or kitchen more adaptable) or whether you should relocate to a home that better accommodates changing physical capabilities. Also, consider whether your home is near important services such as: medical care, grocery and retail stores, exercise facilities, a faith community, parks and other community resources. If transportation is or may be an issue in the future, consider that where you live may affect your ability to access the goods and services you want and need to remain independent.

A supportive network of friends and family is a crucial aspect of a plan to age in place. Countless studies show the importance of a meaningful social life as we age. Consider opportunities to meet, socialize and work with individuals of all ages. And importantly, if caregiving may be an issue in the future (and it will be for many of us), then talk to family members about whether they realistically can provide in-home care or else anticipate how you can pay for such needed assistance.

Finally, be sure to contact your local Senior Center to learn about program offerings. These non-profit organizations frequently offer a range of excellent community education opportunities, falls prevention programs, help with navigating the complexities of the Medicare program, social and volunteer opportunities and nutritious meals, as well as caregiver support. Most services are free of charge and staff are dedicated to advocating for older adults.

*For more information, visit [ck-attorneys.com](http://ck-attorneys.com) or call 252-321-2020. Offices located at 1698 East Arlington Boulevard, Greenville, NC and 130 East Second Street, Washington, NC.*



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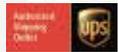
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# IS IT TIME TO GARDEN YET?

BY AMY DANIELS

Is it ACTUALLY spring yet? The highly variable weather patterns experienced in eastern North Carolina make it a challenge to for both seasoned and amateur gardeners. Seasoned gardeners start itching to dig in the dirt at the first sign of spring and waiting for the appropriate time to plant outdoors is a practice in patience. For amateur gardeners, it makes it can be difficult to know what can be planted early and when it is “safe” to plant things for a full garden.

## LAST FROST

The 2020 last frost date for our area is April 3. This date is an average based on the weather from previous years which suggests that there is a lower probability of frost beyond the date. The final frost date is typically considered the “safe” time to plant summer veggies and herbs.

Because there is no guarantee when it comes to weather in ENC, continue to keep an eye on the weather for frost warnings so you can protect plants should the need arise. If a late frost is expected, cover your tender plants with cloth to insulate them. Support the cloth with sticks or containers to keep it from crushing plants. You can also use large plastic storage bins flipped upside-down and plastic jugs with the bottoms cut out to cover plants—just make sure that no part of the plant is touching plastic, or it will freeze along with the plastic.

Eastern North Carolina is in agricultural zone 8. We have a growing season of over 200 days, so even if you err on the side of waiting an extra week or two, there is still plenty of time to grow an abundant crop.

## SPRING GARDENS

If you are anxious to start planting, there are a variety of vegetables that can be planted before the final frost date, some as early as mid-February. For easy growing, purchase plants that are garden ready from a local plant nursery. Local nurseries are more likely to carry varieties of plants that do well in the area and the plants will be hardened off (ready to plant without risk of going into shock from exposure to the cold).

Most lettuces, greens, and cruciferous vegetables are happy to grow through cold weather and regular frost. For a longer salad season, plant greens in a spot which receives shade during the summer. Lettuces tend to turn bitter during extremely hot weather.

### What to plant:

- Cabbage
- Lettuce
- Broccoli
- Cauliflower
- Kale
- Brussels Sprouts
- Lettuce & Salad Greens
- Mustard
- Collards
- Spinach
- Bok Choy
- Peas (plant seeds directly into garden as peas do not like to be transplanted)

## SUMMER GARDENS

If you are new(ish) to gardening, wait to plant most of your garden vegetables until after the final frost date. You’re less likely to deal with weather extremes that will thwart your efforts and curb your excitement about gardening. Summer garden

vegetables will grow until the first frost in November in the right conditions.

The most important factors for planting summer vegetables are sunlight and watering. Tomatoes require AT LEAST 8 hours of sunlight to produce tomatoes. Plant your summer garden vegetables in a sunny location that drains well. Vegetable plants do not do well in standing water, so pick a location where water doesn’t typically pool during rain.

Tomatoes, cucumbers, squash, watermelon, and pole bean varieties are vines. To make the most of your garden space, go vertical by planting at the base of a trellis.

Whether you plant in the ground, raised beds, or pots, always check the soil before watering. Poke a finger into the dirt—if it’s moist, it doesn’t need water. Some plants, such as tomatoes and peppers actually do better in drier conditions. Once your plants are established (about a week or two after planting), you should not have to water your garden every day. Check around the base of each variety and water only the plants that truly need a drink.

### What to plant:

- Tomatoes
- Okra
- Peppers
- Squash
- Cucumbers
- Eggplant
- Green beans
- Watermelon
- Corn
- Herbs

If you’re new to gardening or haven’t had much success in the past, the best thing is to start small. It’s too easy to over-plant. Spending a small fortune on plants only to have them wither is frustrating and wasteful. Pick a few things to grow this year and focus on finding the right location for those plants to grow successfully. You’re more likely to continue gardening and enjoy the process if you see success.





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# PARENTS FOR PUBLIC SCHOOLS OF PITT COUNTY

Parents for Public Schools of Pitt County is a local chapter of a national non-profit seeking to advance the role of families and communities in securing a high quality public education for each child. The Pitt County Chapter was incorporated in 2013 by a small group of Pitt County parents who wanted to work with the schools, as a team, to achieve student success. The group began the organization with three initiatives in mind. These include community conversations, school tours, and the Parent Engagement Program.

Community conversations occur with any community group in Pitt County. Groups are often a mixture of parents and community members. Each conversation poses questions that acknowledge strengths and areas for growth for Pitt County Schools. Comments are compiled into a yearly report and shared with key decisions makers in the schools. The report not only summarizes comments, but includes recommendations and suggestions for how PPS-PC can help with implementation.

School tours are offered to a variety of citizens in Pitt County. The Fall School Tour series focuses on community leaders, offering tours to clergy members, business professionals, realtors, and elected officials and candidates, in hopes that they will share their positive experiences in the schools with potential Pitt County newcomers. The Spring School Tour series specifically focuses on families, and offers a specified time to tour each school. Throughout the year, any family requesting tour can contact PPS-PC. The question is often asked, "why would someone go through PPS-PC to set up a school tour?" PPS-PC staff can help families talk through the characteristics they are looking for in a school, dispel myths associated with ratings, provide families with typical questions to ask during a tour, connect families to parents in the school, and send a staff member or volunteer to accompany them. In addition, if a family is moving from out of town and wants to see several schools, PPS-PC can take on the task of scheduling tours, in the midst of a time when families already have so much else to think about.

The Parent Engagement Program is a two part model that equips participants with the tools needed to be well-informed, empowered advocates of public education from the classroom to the legislature, and everything in between. Every other year, a co-hort of parents and community members commit to attending a once per month class that covers every aspect of public education, from learning styles to budgets to advocacy, and more. Each participant chooses

a project to enhance a school in Pitt County. During other years, monthly evening workshops are offered across the county, providing information to those who may not be able to commit to a yearlong program. Both models increase parent engagement and encourage parents and school officials to work together as a team.

While PPS-PC programs speak for themselves, their impact has been quite remarkable. In just a few short years, PPS-PC members have advocated to county commissioners for additional funding, influencing decisions that have added \$650,000 to the public schools. Members have gained confidence, allowing them to seek leadership positions in their schools, on the board of education, and even at the county wide elected official level. In fact, the organization's founder, Kathy Herring, has continued to remain so passionate about this mission, and has been so inspired as a leader, that she recently accepted the role of national board chair, leading the organization throughout the country.

In addition to parent leadership, thousands of individuals have had the opportunity to share their voices in community conversations, influencing results such as expanded open enrollment, standardized kindergarten staggered entry, increased safety measures, and better communication. This school year alone, over 350 family members and 50 community leaders have walked the hallways of Pitt County Schools, witnessing the amazing educational opportunities provided there each day. Seventy individuals call themselves graduates of the Parent Engagement Program, completing endeavors such as School-A Palooza in Farmville, school beautification projects, connections with local businesses, connections between agriculture and education, and an array of other opportunities.

*PPS-PC prides itself on being an organization that is open to all citizens of Pitt County. There is no fee to become a member, and programs are open to everyone. To learn more, please visit the PPS-PC website at [www.ppspittcounty.org](http://www.ppspittcounty.org), or the Parents for Public Schools of Pitt County Facebook page. You can also email Kylene Dibble, our Executive Director, at [kdibble@ppspittcounty.org](mailto:kdibble@ppspittcounty.org), or call our office at 252-758-1604 ext. 201.*



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# FAIR TRADE

## 101: What Is It & Why Is It So Important?

BY DARIA MITSOS

Certified fair trade coffee, fair trade produce, clothing, jewelry, and more. You may have noticed the small emblem on products you've purchased and although you probably recognize it as a good (slightly more expensive) thing, you may not know what it means and why it is so important.

Fair trade is a movement making waves around the globe. It is made up of a diverse network of producers, shoppers, advocates, and organizations focused on putting people and the planet first. Specifically, it focuses on promoting sustainable and dignified employment for people in marginalized areas who may struggle with the chains of poverty.

Any organization that is certified or verified as fair trade must comply by the ten principles set by the World Fair Trade Organization. These principles exist to ensure that not only are the people who are employees, employers, and producers of a product taken care of, but that our environment is as well.

### FAIR TRADE PRINCIPLES

**PRINCIPLE ONE:** Creating Opportunities for Economically Disadvantaged Producers

**PRINCIPLE TWO:** Transparency and Accountability

**PRINCIPLE THREE:** Fair Trading Practices

**PRINCIPLE FOUR:** Payment of a Fair Price

**PRINCIPLE FIVE:** Ensuring no Child Labor and Forced Labor

**PRINCIPLE SIX:** Commitment to Non-Discrimination, Gender Equity and Freedom of Association

**PRINCIPLE SEVEN:** Ensuring Good Working Conditions

**PRINCIPLE EIGHT:** Providing Capacity Building

**PRINCIPLE NINE:** Promoting Fair Trade

**PRINCIPLE TEN:** Respect for the Environment



To be able to claim a product as "Fair Trade Certified," producers must adhere to all ten principles throughout the production process.

### WHY IS FAIR TRADE IMPORTANT?

First and foremost, the standards for which employees are treated in the production of Fair Trade Certified products are much higher than common working conditions in developing countries. We often hear of sweat shops and child labor in high density countries where poverty is rampant. Through fair trade, these practices are eliminated.

It also provides equal opportunity for those workers who may have a disability that would otherwise leave them jobless. Employees, owners, and producers are typically paid three to five times more than the average wage in their country, allowing them to break the chains of poverty.

Another aspect of fair trade that is important is that it helps fight human trafficking. It is common to see those bound by trafficking in poor working conditions, including brothels and forced labor. Through fair trade principles, these practices are not only forbidden, but they often work to rescue those stuck in such situations.

*Keep an eye out for products labeled FAIR TRADE CERTIFIED everywhere you shop. You may be surprised how many places you see it and on the wide range of products stamped with the respected emblem. Next month, we will explore HOW to shop fair trade.*



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# USE LESS PLASTIC

There is no question about it. It's time to start cutting back on our use of single use plastics. Even for those who recycle, it's important to remember that not using that plastic in the first place is far better than recycling.

Think through your day. You may be surprised by how much plastic you come into contact with. Thin strands of plastic woven together to create fabric make up many bed linens and clothing. Bathroom products from shampoo, body wash, toothpaste, and beauty product are largely packaged in plastic. Toothbrushes and razors are most often plastic. Did you purchase coffee in a plastic tub or do you use K-cups? You pack your lunch in a hard plastic container or a plastic sandwich bag. That's a lot of plastic and you haven't even made it out the door yet!

Plastic is not inherently evil--it's use allows for many great things in the medical and technical fields. Many things that are made from plastic are very durable and will last a long time. The issue is with disposable, single use plastics. Only a small percentage of single use plastics are actually recycled. Most wind up in landfills or otherwise polluting the planet.

Reducing your plastic use isn't difficult, but it does require a little forethought and effort. It's too easy to over-use plastic because it is so common. It's practically the default material used for packaging and containers. Here are some ways you can reduce your overall plastic consumption. Every little bit helps.

- Use a refillable (preferably glass or stainless steel) water bottle.
- Purchase a water filtration system for your home--a filter jug or a unit which can be mounted under the sink.
- Pay attention at the grocery store--choose items that are packaged in glass, cardboard, or aluminum. Opt for produce that isn't wrapped in plastic. Switching brands to save the planet isn't a huge sacrifice. Glass jars can be recycled or reused in the kitchen.
- Buy biodegradable trash bags (Yep! Available in most grocery stores right along with the traditional plastic ones.)
- Skip the plastic bags at checkout! Remember to bring your own reusable bags or request paper.
- Skip the plastic straw.
- Purchase or make beeswax wraps. Use these in place of plastic cling wrap and can be used to cover bowls or wrap up sandwiches and leftovers.
- Shop the farmers market or other local venues for handmade soaps, shampoos, and beauty products. Most people who make their own are skipping unnecessary packaging and using reusable containers.
- Switch to powdered detergents for laundry and dishwashers, which are typically packaged in cardboard.
- Buy toothpaste bites packaged in a reusable container rather than toothpaste. It takes a little bit of getting used to, but they work just as well without all of the plastic packaging. First time hearing about these? Google it. There are multiple brands, but Bite is a good one!
- Take your own reusable to-go cup to the coffee shop. Most places will fill it for you.
- Quit chewing gum--it's chewy base product is actually a plastic. Try Simply Gum, available at health food stores and online with all natural ingredients.
- Shop at bulk stores which allow you to purchase products such as cereals and grains in reusable containers.
- Skip the plastic ware. Carry a set of bamboo cutlery with you so you can pass on the plastic at restaurants. When you place to-go order, specifically request that they not pack any plastic utensils.
- Buy a razor with disposable blades. Reusing the handle cuts down on plastic consumption.
- Purchase a bamboo toothbrush.
- Make your own juice. Fresh squeezed is the best. If that's too much work, go for the juice concentrate in the freezer section. The cardboard and aluminum packaging are easy to recycle than plastic jugs.
- Buy cardboard cartons of milk and creamer rather than plastic jugs.
- Avoid paper products that are needlessly packaged in plastic. Subscribe to a delivery service such as Who Gives a Crap that ships sustainably made toilet paper, paper towels, and tissues directly to your door.

Small changes add up a lot over time. Pick one or two items from the list to implement immediately. Gradually add in more. As more and more people make the switch to more sustainable options, we will see a shift in the market. Encourage others to implement changes as well. Remember, there was life before plastic.

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# WOMEN TO WATCH

To submit a nomination for Women to Watch, go to [pittcountywomen.com/nominate](http://pittcountywomen.com/nominate)

## ASHLEA TIEVY

Originally from Maryland, Ashlea Tievy attended ECU and graduated in 2015 with a degree in Psychology. Upon graduation she applied for a position at The Painted Peacock, paint your own pottery and creative studio and through her hard work and take-charge attitude, she worked her way to manager in three short months.

With a passion for creativity, kindness and helping others, Ashlea, as she jokes, is changing lives one hand painted mug at a time! She finds joy in helping everyone find their creative side, especially for those who say they are not

creative. "I'm most excited about a customer who comes in saying that they don't have a creative bone in their body. I can't wait to show them how easy and fun it is to be creative. When they pick up their final piece and say, WOW! I can't believe it looks so good, that's when I know I did my job!"

Whether it's putting together a Doggy Day out with the Pitt Co. Animal Shelter, creating a fun new secret handshake with our special needs friends or painting with the kids of Riley's Army, Ashlea strives to spread joy and be a positive role model to those around her.



## CASEY RAHN



Everyone needs an escape once in a while. I fully believe that Massage Therapy is the way of letting the built-up tension that we all have just melt away from us, and can be truly life changing.

I have been a self-employed licensed Massage Therapist in Greenville, N.C. for three and a half years. My mother knew I was meant to be a massage therapist before I ever thought about it. She always said there was something special about my hands. I agreed with her but thought I was meant to be an artist.

We were both right. I absolutely love what I do. It is incredibly rewarding and I am so grateful for the people I have met throughout this journey and for the ability to bring relief and comfort to many people.

I graduated from Pitt Community College in 2017 with an Associates degree in Massage Therapy, and again in 2019 with an Associates in Fine Arts degree. To me, the two go very well together. My massage instructor told me before I began the program that artists usually do well in massage. She was correct. Massage is definitely an art form—like a dance with your hands.

I specialize in Swedish massage, Pre-natal, Hot-stone therapy, reflexology, chair massage, and am recently certified in cupping. I look forward to expanding my practice to include Lymphatic drainage massage.

Contact me through Facebook under Casey Rahn LMBT#15941 to schedule an appointment.

## SHANNON ARNER

Shannon Arner is the Marketing Director at Eastern Radiologists in Greenville. Shannon moved to the area a little over a year ago, after spending most of her life in Raleigh. She attended Meredith College, and interned at the North Carolina Museum of Art as a Marketing Assistant. She knew that marketing and business development was the route she wanted to take with her career.

As a former business owner, she knows the hard work it takes to building a brand. The experience allowed her to not only become an expert in branding, and business development, but, as an entrepreneur, Shannon is able to see the trajectory of marketing through a different set of eyes. She knows the importance of relationship building, networking, and cultivating customer loyalty.

Shannon and her husband Gerry created Arner Adventures, a lifestyle blog where they publish content on living life to the fullest, rather than simply having life happen to you. They serve musings

of their travel adventures, wanderlust mentality, as well as minimalist ideals on materially living small, so they may live and experience large. They also provide content on plant-based dining, mindfulness, and animal advocacy.

When Shannon isn't marketing, she may be taking an impromptu trip with her husband and furry gal (a rescue pit bull terrier mix), Betty White. She volunteers with the NC Special Olympics, the Humane Society of Eastern Carolina, and serves as the Publicity Chair of the American Cancer Society's Making Strides Against Breast Cancer of Eastern North Carolina.



# SONNI MINTON

Sonni Minton is a native of Wanchese, NC and a two-time alumnus of East Carolina University. Upon graduating with her master's in Adult Education she left Student Affairs to continue work in Athletics. Currently she manages the ECU Trademarks and Licensing. Working with local retailers, the Collegiate Licensing Company and various vendors she strives to ensure that fans are getting quality, Officially Licensed product that promote the Pirate brand.

Sonni also serves as the Athletics Hall of Fame Secretary, working with former athletes and promoters to recognize the elite members at the annual Hall of Fame/Letterwinners weekend. Housed in the Athletics Marketing Department she assists ECU's finest with other events such as the upcoming Pigskin Pig-out (April 17-18).

Outside of her work, Sonni serves at the President of the Greenville Jaycees, an organization of young professionals focused on planning and implementing events in the community to raise funds for local non-profits. March 7th is their 21st annual Shuck N' Pluck at The American Legion, with proceeds benefiting Habitat for Humanity of Pitt County.



As a 2019-2020 participant in the Pitt-Greenville Chamber of Commerce Leadership Institute Sonni is learning more about Greenville/Pitt County as well as leadership skills to better serve the community.

When she is not at work or an ECU event, she can be found watching her son play sports, spending time with friends and family or volunteering in her community. She is supremely thankful for 'her village' and excited to see what God has for her and her son in the future! "2020 is my year- I can feel it! God has big plans for my son and I."

For more information about the Jaycees or upcoming events, contact Sonni at gvjaycees@gmail.com.

# JOANNA MCDANIEL



Joanna McDaniel has a passion for helping people. She especially enjoys helping women find more confidence through healthy glowing skin. Joanna is a Licensed Esthetician and Waxing Specialist.

Growing up in Greenville with by her mother, a massage therapist, and her aunt, a hair stylist, Joanna was destined to be in a service industry. And with two strong entrepreneurs as role models, she knew she would own her own business.

In high school, Joanna developed acne. Her search for a skin care solution

led her into the world of esthetics. After graduating from JH Rose High School, she attended Alexander Paul for Esthetics where she learned that she had a talent and love for waxing. She was delighted at the confidence waxing gave her clients.

In October 2019, Joanna opened her own business, The Wax Room. Joanna's business has grown quickly. She loves the relationships she is building with her clients, getting to know them, and watching their confidence grow.

In an industry that is every-changing, she stays informed on the latest techniques and products. Joanna also enjoys building relationships with other small business owners. She understands and appreciates the importance of the growing the small business community in Greenville.

In her spare time, she enjoys hanging out with friends, and family. With 4 nieces under the age of 10 and a 3 year old sister, there is plenty "girl stuff" going on.

# Heartfelt Energy Work

with kara emmy'



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# MARCH

## MARCH 4

### Rise & SYP

8-9am, Molly's Community Cafe, 300 S Evans St. Presented by the Young Professionals of Pitt County. Guest speaker: Meredith Hawke, Interim Executive Director of Uptown Greenville. New connections, professional development, and networking with local Young Professionals.

## MARCH 5

### Hand Lettering Class

6pm-8:30pm, Pink a Lilly Pulitzer Signature Store, 505 Red Banks Rd, Suite B Presented by Simple & Sentimental. 1.5 hours of instruction from professional calligrapher Taylor Walden, workbook, a Tombow dual brush pen, Sharpie,. Cost: \$30. Register at SimpleSentimental.com

## MARCH 6

### Pigeon's Birthday Party

6-7:30pm, Barnes & Noble, 3040 Evans St. Hosted by Martin-Pitt Partnership for Children, Inc. Story time and other fun activities!

## MARCH 7

### 2020 Fine Arts Ball

6:30-11pm, Rock Spring Center, 4025 NC HWY 43 N Hosted by the Greenville Museum of Arts to raise money to promote the fine arts in ENC. Cocktails, hors d'oeuvres, dinner, silent auction, and live auction packages. Black tie. FAB2020.givesmart.com to purchase tickets, make a donation, or view silent auction items.

### 21<sup>st</sup> Annual Shuck N' Pluck

5-9pm, American Legion, 403 St.

Andrews Dr. Hosted by the Greenville Jaycees. Proceeds benefit Habitat for Humanity of Pitt County. Oysters, Chicken, Whole Hog BBQ and sides. Music & Raffles. Cost: \$35 in advance (\$40 at the door). Children 12 and under FREE.

## MARCH 11

### Pokemon Home-school

Tournament  
2:30pm @ Blue Ox Games  
2713 E. 10th Street

## MARCH 13

### Autism Society of NC

Information Session  
4-5:30pm, No Boundaries Sensory Gym, 4110 Dr. Martin Luther King Jr. Blvd, Suite H in New Bern Information session held the 2nd Friday of every month. Bring your kids for open gym and conversation.

### John Paul II Senior Class

Tamale Sale Orders Due  
JPPI Senior Class is selling homemade tamales to help with prom expenses. Choice of red or green chicken tamales. 6 for \$8 or 12 for \$15. Pickup March 22 from 2-4pm. Order at jp2highschool.com/tamales or call 252.215.1224

### Knock Out Cystic Fibrosis

6:30-9pm, TITLE Boxing Club, 3700 Charles Blvd. 2nd annual 'Fight for a Cure' Everyone is welcome! Boxing, food, drinks, prizes and Kona Ice will stop by! General admission: \$20

## MARCH 20

### Angelina Ballerina

7-8pm, ECU College of Fine Arts and Communication  
Angelina Ballerina: The

Musical is a family-friendly show that will have the entire audience dancing in the aisles. Reserved seating: \$15. Tickets at artscomm.ecu.edu/angelina/

## MARCH 21

### KidsFest

11am-3pm, Greenville Convention Center, 303 SW Greenville Blvd Hosted by Martin-Pitt Partnership for Children, Inc. Connecting parents & caregivers of young children with resources and information in a fun and interactive environment. Games, music, art, and hands-on interactive activities from a variety of local organizations.

## MARCH 21-22

### A Shakti Equinox

11am-5:30pm, Saint Anne's Chapel, 3244 McNair Rd in Tarboro A Profound day of Divine Feminine Sound Healing Energy and Beautiful Kirtan. Peruvian Equinox Fire Ceremony on Saturday night Free overnight camping available. Cost: \$40.00 for advance tickets; \$55.00 minimum donation at the door. Children under 12 free, Students with ID- \$30.00. Bring a cushion, yoga mat and water bottle.

## MARCH 22

### Meditation Intensive Workshop

9am-1pm, Location to be advised at registration. Begin or enhance your meditation practice, learn protection, create a sacred space. You will receive a personal Mantra, a Khata (Tibetan prayer scarf) and a centering stone. Several types of

meditation will be offered. Cost: \$158. Register at lifeofgratitude2@gmail.com.

## MARCH 23

### Pokemon Home-school

Tournament  
2:30pm @ Blue Ox Games  
2713 E. 10th Street

## MARCH 28

### Garden Workday

9am-1pm, Greenville Community Garden, 209 Stancill Dr Dress appropriately for the weather. Bring gloves and tools if you have them. Bring a friend to come help out with weeding, watering, harvesting, and general maintenance.

## MARCH 29

### 29th Annual "Making Pitt's Babies Fit"

Maternity Fair  
2-5pm, Greenville Convention Center, 303 SW Greenville Blvd. Over 80 vendors with information about pregnancy planning, prenatal care, children's health, and products for sale. Admission is free.

### Greenville Vinyl

Record Show  
10am-5pm, Masonic Temple Association, 1104 Charles St. Hosted by David's Used Books. 1000's of records covering all decades and genres. Free admission. Call 252.565.8313 for more information.

### Retrieving Your Power Animal

9am-1pm, Location to be advised at registration. Hosted by kara emmy' of Heartfelt Energy Work. Cost: \$158. Register at lifeofgratitude2@gmail.com

## WEEKLY EVENTS

### EVERY MONDAY

**Board Game Night**  
6-10pm, Blue Ox Game, 2718 E 10th St. • FREE

### EVERY TUESDAY

#### Women's Power

**Networking – Lunch Chapter**  
12:30pm, Great Harvest Bread Co, 2803 Evans St in Greenville.

#### Tabletop Tuesday

Play boardgames and grab a drink over at Pitt Street Brewing Company 6:30-9:30 @ 630 S Pitt St

### EVERY WEDNESDAY

#### Business Networking

**East**  
8am, 400 St. Andrews in Greenville

#### Women's Power

**Networking – Uptown Chapter**  
1:15pm, Purple Blossom Yoga Studio, 302 Evans St in Greenville.

### 1ST & 3RD

### THURSDAY

#### Business Owner

**Roundtable**  
8:15am, The Painted Peacock, 631 Red Banks Rd in Greenville.

### 2ND & 4TH

### WEDNESDAY

#### Comic Smash Talk

7pm, Smashed Waffles, 718 Dickinson Ave in Greenville  
Your mild-mannered book club just mutated into a comic book club! Hosted by Smashed Waffles and Blue Ox Games

### EVERY

### SATURDAY

#### Pokemon League

11am-2pm, Blue Ox Games, 2718 E 10th St. • FREE

#### Meditation Gathering

Every Saturday, 9:00am, approximately 1 hour. Contact kara at lifeofgratitude2@gmail.com or text 252-364-1909 to reserve your space. Location to be advised at time of registration. Suggested donation \$10.

1 in 8  
women will be  
diagnosed with  
breast cancer

Every 22 minutes  
a woman is diagnosed  
with breast cancer

Every 13 minutes  
a woman in the U.S.  
dies from breast cancer

276,480  
estimated new cases  
of breast cancer in 2020



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