

The Valley Weekly

"In the long run, there is not much discrimination against superior talent."

- Carter G. Woodson

FREE

Volume 2, No. 21

www.valleyweeklyllc.com

Friday, February 5, 2016

Concerned Citizens for J.O. Johnson High Meet

Concerned Citizens for Johnson High School met on Tuesday, January 26, at the school facility, Dr. Richard Showers, Sr., Huntsville City Councilman, presided.

Opening remarks were made

by Dr. Showers and Mayor Tommy Battle. Among the speakers were City Administrator John Hamilton, Engineering Director Shane Davis, General Services Director Jeff Easter, Planning Di-

rector Michelle Jordan and Chief of Police Mark McMurray.

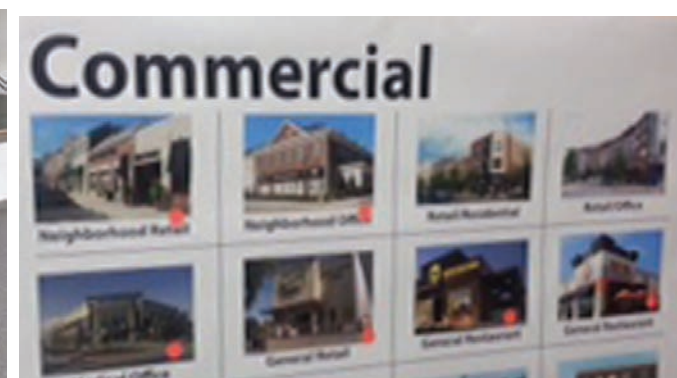
The purpose of the meeting was to brainstorm potential uses of the JOJ building with the ultimate goal of making North

Huntsville a more attractive place to live and work.

Several dozens of concerned citizen attended, and many expressed their ideas and concerns about potential uses of the build-

ing.

Additional information about future efforts of this group can be obtained by calling (256) 427-5011.



Where to Find Your FREE Copies of The Valley Weekly

AAMU Public Relations Office

Albert's Flowers

Alphonso Beckles, Attorney at Law

Big Oh's

Bob Harrison Senior Wellness Center

Books a Million - N. Parkway/University Drive

Briar Fork CP Church

Bryant Bank - Church Street

Burritt on the Mountain

Chris' Barber Shop

Depot Professional Building

Dunkin Donuts

Eagles' Nest Ministries

The Favour Group

Fellowship of Faith Church

Fellowship Presbyterian Church

Garden Cove Produce

Health Unlimited

Huntsville Bible College

Indian Creek Primitive Baptist Church

James Smith - AllState Insurance

Lakeside United Methodist Church

Landers McLarty Dodge Chrysler Jeep Ram

Lucky's Supermarket

Mamma Annie's

Marshall England - State Farm Agent

Martinson & Beason, PC

Moe's - Village of Providence

Nelms Memorial Funeral Home

North Alabama Center for Educational

Excellence

Oakwood University Post Office

Phuket's in Providence

Pine Grove Missionary Baptist Church

Progress Bank - Madison

Progressive Union Missionary Baptist

Regency Retirement Village

Rocket City Barber Shop

Sam and Greg's Pizza

Sav-A-Lot

Sneed's Cleaners

St. Bartley PB Church

St. Luke Christian Church

Starbucks (Governors Drive, N. Parkway at

Mastin Lake Road/University Drive)

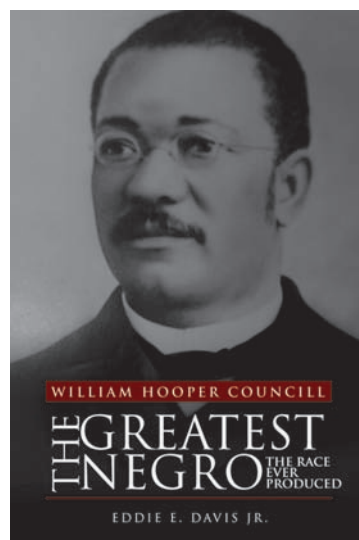
Union Chapel Missionary Baptist Church

AAMU Alum to Address TVCWRT

Tennessee Valley Civil War Round Table presents "William Hooper Council: The Greatest Negro the Race Ever Produced" by Eddie E. Davis on Thursday, February 11 at 6:30 p.m. at the Elks Lodge, 725 Franklin Street in Huntsville.

Davis has published the first biography on the funder of Alabama A&M University entitled "William Hooper Council: The Greatest Negro the Race Ever Produced."

This book solidifies the history of Alabama A&M University and will restore the legacy of William Hooper Council, revealing to the reader that Council was an international figure, a civil rights pioneer, and a great American educator. He was appointed as president of AAMU in 1875 and under his leadership it became second only to Tuskegee Institute



in size among Alabama Negro industrial schools.

Davis is a native of Birmingham, Ala., and is employed by the USDA-Natural Resources Conservation Service where he works as a Senior Soil Scientist.

Delta Sigma Theta Sorority, Inc. | Central North
Alabama Alumnae Chapter
"Being In Tune With Your Heart Player"

Annual
Go Red
Luncheon



12 o'clock pm
Saturday February 6, 2016
\$40
Huntsville Marriott Hotel
5 Tranquility Base
Huntsville, AL 35808

W&A
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CITY OF HUNTSVILLE AMENDMENT TO THE CONSOLIDATED/ACTION PLAN

The City of Huntsville, Alabama proposes to amend its FY2014 Action Plan. The following 2014 CDBG projects have been deleted:

2014 (CDBG) FUNDING RESOURCES & PROPOSED PROJECT BUDGET

Acquisition of Real Property Program	\$21,752.75
Clearance Program	\$22,752.75
Public Park/Facility Improvement Program	\$24,752.75
Red Cross Nurse Assistance Training Workforce Development Program	\$11,876.37
TOTAL	\$81,134.62

And reprogrammed to the FY2015 program year for the following project:

2015 (CDBG) FUNDING RESOURCES & PROPOSED PROJECT BUDGET

Neighborhood Stabilization Project:	
Code Enforcement Program	
Housing Rehabilitation Program	
Public Park/Facilities Improvement Program	\$81,134.62
TOTAL	\$81,134.62

A 30-day comment period ending on March 3, 2016 is required before amendments can be made to the Consolidated/Action Plan. For information please call (256) 427-5400. Any comments or suggestions concerning changes to the Plan should be made in writing and mailed to: City of Huntsville, Department of Community Development, P.O. Box 308, Huntsville, AL 35804.

CIUDAD DE HUNTSVILLE ENMIENDA AL PLAN DE ACCIÓN CONSOLIDADO

La ciudad de Huntsville, Alabama propone enmendar su Plan de acción del AÑO FISCAL 2014. Se añadirá el siguiente proyecto del Programa de Subsidios Globales para el Desarrollo Comunitario (CDBG, por su sigla en inglés):

2014 (CDBG) FINANCIAMIENTO RECURSOS Y PRESUPUESTO DEL PROYECTO PROPUESTO

Adquisición del Programa de Bienes	\$21,752.75
Programa de Liquidación	\$22,752.75
Parque Público Programa de Mejoramiento / Instalaciones	\$24,752.75
Programa de Capacitación Asistencia Enfermera Desarrollo Laboral de la Cruz Roja	\$11,876.37
TOTAL	\$81,134.62

Y reprogramado para el año del programa para el año fiscal 2015 el siguiente proyecto:

2015 (CDBG) FINANCIAMIENTO RECURSOS Y PRESUPUESTO DEL PROYECTO PROPUESTO

Estabilización de Vecindarios del proyecto:	
Programa de Cumplimiento del Código	
Programa de Rehabilitación de Viviendas	\$81,134.62
Parque Público / instalaciones del Programa de Mejoramiento	
TOTAL	\$81,134.62

Se requiere un periodo de comentarios de 30 días que finaliza el 03 de marzo 2016 antes de las modificaciones se pueden hacer con el Plan Consolidado / Acción. Para más información llame al (256) 427-5400. Cualquier comentario o sugerencia en relación con los cambios en el Plan deben hacerse por escrito y enviarse por correo a: Ciudad de Huntsville, Departamento de Desarrollo Comunitario, PO Box 308, Huntsville, AL 35804.

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Items for consideration for publication in The Valley Weekly should be submitted at least TWO weeks in advance to above address or by e-mail to info@valleyweeklyllc.com. Items do not necessarily reflect the views of The Valley Weekly, LLC.

The Valley Weekly

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	10x5 inches	\$400
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	2.5x5 inches	\$100
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Classified	1 col.x1 inch	\$6
	(4 col. in. minimum=\$24)	
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From the Editor

Ah, February!

Today is February 5th. I love February. Actually, I love every day and every month. In the U.S., February is known as Black History Month or African-American History Month. Negro History Week, created in 1926, was the forerunner to Black History Month. Historian Carter G. Woodson announced the second week of February to be "Negro History Week." (Daryl Michael Scott, "The Origins of Black History Month," Association for the Study of African American Life and History, 2011). According to Scott, "Negro History Week was met with enthusiastic response. It prompted the creation of black history clubs, an increase in interest among teachers, and interest from progressive whites. Negro History Week grew in popularity throughout the following decades, with mayors across the United States endorsing it as a holiday." According to Wikipedia, the expansion of Black History Week to Black History Month was first proposed by the leaders of the Black United Students at Kent State University in February 1969. The first celebration of Black History Month took place at Kent State one year later, in February 1970. In 1976, as part of the United States Bicentennial, the informal expansion of Negro History Week to Black History Month was officially recognized by the U.S. government. President Gerald Ford spoke in regards to this, urging Americans to "seize the opportunity to honor the too-often neglected accomplishments of black Americans in every area of endeavor throughout our history" (https://en.wikipedia.org/wiki/Black_History_Month). So, come along and join us in celebrating the many programs and activities that have been planned this month throughout our city. Woodson once said, "If a race has no history, it has no worthwhile tradition, it becomes a negligible factor in the thought of the world, and it stands in danger of being exterminated." Let's celebrate the history of African-Americans! I hope to see you around town.

Now to the heart ... February is also Heart Month. The Centers for Disease Control and Prevention (CDC) and Million Hearts®—a national effort to prevent 1 million heart attacks and strokes in the United States by 2017, are encouraging "Americans to know their blood pressure, and if it's high, to make *control* their goal. Uncontrolled high blood pressure is a leading cause of heart disease and stroke. In fact, more than 67 million Americans have high blood pressure. People with high blood pressure are four times more likely to die from a stroke and three times more likely to die from heart disease, compared to those with normal blood pressure. High blood pressure often shows no signs or symptoms, which is why having your blood pressure checked regularly is important. It's easy to get your blood pressure checked. You can get screened at your doctor's office and drugstores or even check it yourself at home, using a home blood pressure monitor" (<http://www.cdc.gov/features/heartmonth/>).

Take care of your hearts because we need our hearts in order to love. I have always want to write a short story about love. So many say that love is "not what it says but what it does." I say, love is not a positive emotion, it is a decision. By that, I mean we choose to love. So, if love is only an emotion, when the emotion is no longer positive, what happens to the love-relationship? If we would approach love as the decision it is, we would find that the decision becomes the glue that holds the love-relationship together. Identify and realize that you need to make a decision, research, look at all options, weigh the impact of the options, choose the option(s) best suited for you, take action and Love! As a youngster, I thought love was an emotion until I had a few emotions that became stale, flat, unhealthy. With that, I decided to love and once I make a good decision, I try very hard to stick with it. So, for those of us who find it hard to love, just know that you made a decision. I admit looking at the same person for 35 years, while compromising, understanding and appreciating differences, is challenging. However, for most of us it's a great option if we approached love with decision. I am so glad that Bill can still get up each day, look at me after almost 35 years and be pleased with his decision. I am!

Happy Valentine's Day. Make a decision and choose to LOVE with conviction. Until next week ...

Dorothy



When you can't find a printed copy of The Valley Weekly around town, follow us on-line at www.valleyweeklyllc.com.

Should I File?

Tips on Whether to File a 2015 Tax Return

Most people file a tax return because they have to, but even if you don't, there are times when you should. You may be eligible for a tax refund and not know it. Here are six tips to help you find out if you should file a tax return:

General Filing Rules

Whether you need to file a tax return depends on a few factors. In most cases, the amount of your income, your filing status and your age determine if you must file a tax return. For example, if you're single and under age 65 you must file if your income was at least \$10,300. Other rules may apply if you're self-employed or if you're a dependent of another person. There are also other cases when you must file. Go to IRS.gov/filing to find out if you need to file.

Premium Tax Credit

If you enrolled in health insurance through the Health Insurance Marketplace in 2015, you may be eligible for the premium tax credit. You will need to file a return to claim the credit. If you chose to have advance payments of the premium tax credit sent directly to your insurer during 2015 you must file a federal tax return. You will reconcile any advance payments with the allowable premium tax credit. You should receive Form 1095-A, Health Insurance Marketplace Statement, by early February. The form will have information that will help you file your tax return.

Tax Withheld or Paid

Did your employer withhold federal income tax from your pay? Did you make estimated tax payments? Did you overpay last year and have it applied to this year's tax? If you answered "yes" to any of these questions, you could be due a refund. But you



have to file a tax return to get it.

Earned Income Tax Credit

Did you work and earn less than \$53,267 last year? You could receive EITC as a tax refund, if you qualify, with or without a qualifying child. You may be eligible for up to \$6,242. Use the 2015 EITC Assistant Tool on IRS.gov to find out if you qualify. If you do, file a tax return to claim it.

Additional Child Tax Credit

Do you have at least one child that qualifies for the Child Tax Credit? If you don't get the full credit amount, you may qualify for the Additional Child Tax Credit.

American Opportunity Tax Credit

The AOTC is available for four years of post-secondary education and can be up to \$2,500 per eligible student. You, your spouse or your dependent must have been a student enrolled at least half time for at least one academic period. Even if you don't owe any taxes, you still may qualify. You must complete Form 8863, Education Credits, and file it with your return to claim the credit. Use the Interactive Tax Assistant tool on IRS.gov to see if you can claim the credit. Learn more by visiting the IRS' Education Credits Web page.

The instructions for Forms 1040, 1040A or 1040EZ list income tax filing requirements.

- David E. Herron

DEH & Associates Consulting, LLC

The Hamm Consulting Group



Washington in 60 Seconds

Here are the top issues in Washington, D.C., this week:

1. The House and Senate are in session this week, although it's safe to say that all of official Washington will be focused on the results of Iowa Caucuses. The House had a big schedule this week to make up for last's week's unplanned "Snowzilla" recess, including a bill to reverse an Executive Branch rule with the potential to harm the municipal bond market, a broad housing reform bill (opposed by some Democrats because it will limit income deductions for child care, medical, and disability assistance expenses), and a vote to override President Obama's veto of the Budget Reconciliation bill that repeals key pieces of Obamacare. The Senate will resume consideration of the Energy Policy Modernization Act today, with a final vote expected later in the week. More than 100 amendments to the bill have been filed, including one that would authorize \$600 million for Flint, Mich. (\$400 million designated for drinking water infrastructure improvements and \$200 million to deal with the health fallout from the lead exposure).

2. In his first visit to a U.S. mosque, President Obama travelled to Baltimore on Wednesday (Feb. 3) to the Islamic Society of Baltimore, a sprawling community center in the city's western suburbs that serves thousands of people with a place of worship, a housing complex and a school. The White House announced on Saturday that the purpose of the visit was to "celebrate the contributions Muslim Americans make to our nation and reaffirm the importance of religious freedom to our way of life."


3. On Tuesday, February 2, the House Water Resources and Environment Subcommittee held a round-table policy discussion to examine stakeholder priorities for the next Water Resources Development Act (WRDA) legislation that authorizes the U.S. Army Corps of Engineers to carry out navigation, flood control, shoreline protection, hydropower, dam safety, water supply, recreation, and environmental restoration and protection activities.

4. Last Friday (Jan. 29), President

Obama announced a new proposed rule on gender pay equity that will require employers (who have 100 or more employees) to list all employees' salary information on a form already submitted to the Equal Employment Opportunity Commission that currently includes employees' sex and age. The proposed rule expands on a previously published rule by the Department of Labor, which would have applied only to federal contractors. The rule is expected to be completed by the end of 2016, with the first reports due September 2017.

5. 2016 Presidential Watch Wondering what kind of ratings Thursday's GOP debate got without Donald Trump? It was the 2nd lowest rated GOP debate of the season with 12.5 million viewers (the previous Fox debate in August got 25 million). By comparison, CNN and MSNBC which carried Trump's fundraising event live had 2.7 million viewers combined.

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Civil War Symposium

April 30, 2016
9:15 a.m. - 4:30 p.m.


SpringHill Suites by Marriott
745 Constellation Place Dr SW,
Huntsville, Alabama 35801

Four Bloody Years of War

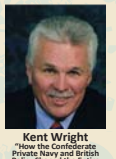
Policy and Strategy, Sediton and Emancipation




Steve Woodworth
Keynote Speaker
"Conspiracy to Assassinate President Lincoln"




Greg Biggs
Featured Speaker
"Laying the Blueprint: Sherman's Logistics in the Atlanta Campaign"




Kent Wright
"How the Confederacy Private Navy and British Policy Shaped the Entire War"



John Scales
"Did Forrest Make a Difference?"




Peggy Allen Townes
"From Slavery, Sediton, to Self-Sufficiency"



John Allen
Interactive Panel Discussion Moderator

Advance registration required by April 15
Register at www.tvcwrt.org
•\$30 for members
•\$40 for general audience
•Students 16 and under are free (with adult)

8:30-9:15 Doors open, check-in
9:15-9:30 Welcome and intro (John Mason)
9:30-10:15 Kent Wright (How the Confederacy Private Navy and British Policy Shaped the Entire War)
10:15-10:30 Break
10:30-11:15 Steve Woodworth (Conspiracy to Assassinate President Lincoln)
11:15-11:30 Break
11:30-12:15 Peggy Allen Townes (From Slavery, Sediton, to Self-Sufficiency)
12:15-1:30 Lunchbreak
1:30-2:15 John Scales (Did Forrest Make a Difference?)
2:15-2:30 Break
2:30-3:15 Greg Biggs (Laying the Blueprint: Sherman's Logistics in the Atlanta Campaign)
3:15-3:30 Break
3:30-4:15 Interactive Panel Discussion (Q&A-based discussion open to all aspects of the ACW, moderated by John Allen)
4:15-4:30 Wrap-up and Adjourn (John Mason)

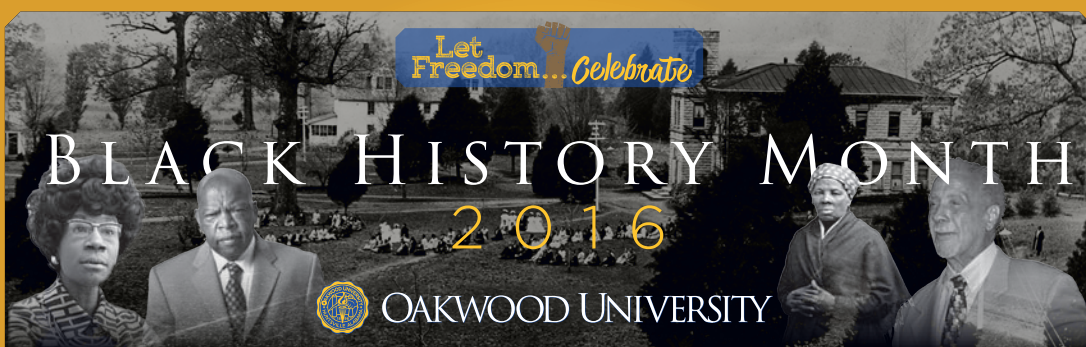


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* No restaurant on premises; attendees will be on their own for lunch - plenty of lunch spots in close driving distance, and brown-bagging permitted.

Tennessee Valley Civil War Round Table
The Tennessee Valley Civil War Round Table is a certified 501(c)(3) non-profit agency dedicated to the study of persons, passions, and events in and surrounding the American Civil War. In addition to studying and discussing Civil War events via monthly meetings, the Round Table vigorously supports battlefield and sequestrational commemoration, American Civil War guided field trips, annual photo contests, local speakers bureau, and support to others in their Civil War-related activities such as theater plays and formal documentaries. And our activities are growing!

Come share our passion!



THURSDAY, Feb. 4 • 9:00 a.m.-4:00 p.m.
Voter Registration Drive
 Blake Center

In the United States, voter registration is the responsibility of the people, and only 70 percent of Americans who are eligible to vote have registered. You can not make your voice heard unless you are registered to vote. If you are not a registered voter, please come and register. To register, you must provide either your social security number or valid driver's license. This event is sponsored by the Oakwood Chapter of the NAACP and Madison County Board of Voter Registration.

• 9:50 a.m.
Dr. Frank Hale, Jr. Diversity Chapel
 Oakwood University Church

Speaker: Dr. Linda Ammons, retired dean of Widener University School of Law. Dr. Ammons' presentation will focus on the legacy of the late Dr. Frank Hale, Jr. as well as her experience with motivating students.

FRIDAY, Feb. 5 • 8:00 a.m.-4:00 p.m.
Honda Campus All Stars Challenge
National Qualifying Tournament
 McKee Business & Technology Building

Honda Campus All-Star Challenge is a unique academic competition that showcases the academic prowess of the best and brightest students from America's Historically Black Colleges and Universities (HBCUs). Come see schools participate in the National Qualifying Tournament.

SABBATH, Feb. 6 • 11:00 a.m.
Divine Worship
 Oakwood University Church

Come and experience worship service with the guest speaker of the day, Dr. C. Wesley Knight.

• 8:00 p.m.
Celebrating Black Art: Music & Art Festival
 Millet Activity Center

Attendees will be able to recognize the contribution African American artists have given to the world, and have the opportunity to showcase their own artistic talents.

SUNDAY, Feb. 7 • 3:00 p.m.
"From Africa to America"
 Moran Hall Auditorium

Productions by Dantia Jones presents "From Africa to America." Come meet civil rights leaders of the past in an artistic rendering. Some of the leaders include Huey P. Newton, Nat Turner, Rosa Parks, and Malcolm X just to name a few. Tickets are \$3.00.

MONDAY, Feb. 8 • 8:30-11:00 p.m.
NAACP Skate Nite: "Say It Loud, I'm Black and I'm Proud!"
 Millet Activity Center

Step into the realm of the Black social life of the 1970s at the NAACP Skate Nite titled "Say It Loud, I'm Black and I'm Proud!" OU Chapter/NAACP will be selling snacks.

TUESDAY, Feb. 9 • 6:00-8:00 p.m.
NAACP Membership Drive & Meeting
 Moran Hall 207

The mission of the National Association for the Advancement of Colored People is to ensure the political, educational, social, and economic equality of rights of all persons and to eliminate race-based discrimination. Come hear more about Oakwood's Student Chapter of the NAACP at its membership meeting.

WEDNESDAY, Feb. 10 • 8:00 a.m.-8:00 p.m.
"This Is Rocket City, U.S.A.—Let Freedom Begin Here"
 Blake Center

"This Is Rocket City, U.S.A.—Let Freedom Begin Here" is a project designed by Kelly Hamlin in fulfillment of a Master's degree at UA-Huntsville. The exhibit combines historical research with oral history recordings, primary source documents, and striking visuals. The exhibit seeks to introduce people to the civil rights movement in Huntsville and encourage them to consider the relevance of this history to the continued struggles for racial equality within Huntsville and Alabama.

THURSDAY, Feb. 11 • 9:00-11:00 a.m.
Chapel: "Within These Walls"
 Oakwood University Church

Productions by Dantia Jones presents "Within These Walls." This dramatic presentation depicts women from the civil rights era during their time in prison. These brave women share how their incarcerations led to a movement that would change a nation.

• 6:00 - 8:00 p.m.
Panel Discussion: "Black History: The Fight to Get Where We are Today"
 Bradford Cleveland Brooks Leadership Center

FRIDAY, Feb. 12 • 8:00 p.m.
AYM: Happy Birthday NAACP!
 Oakwood University Church

The NAACP is celebrating 107 years. During AYM, learn more about the NAACP, including a recognition of some of its founding members.

SABBATH, Feb. 13 • 11:00 a.m.
Divine Worship
 Oakwood University Church

Come and experience worship service with the speaker of the day, senior pastor Dr. Carlton Byrd. During the Sabbath service, Congregation woman Sheila Jackson Lee will receive the Black History Achievement Award from the Oakwood University Seventh-day Adventist Church.

THURSDAY, Feb. 18
Chapel: African American Healers' Conference Kickoff
 Oakwood University Church

Speaker: Dr. LaKeisha Webb McMillan: "Your Personalized Rx for Working in the Vineyard!" LaKeisha Webb McMillan earned her undergraduate degree in Biology from Oakwood University, and continued on to the Leola Linda University School of Medicine, where she graduated in 2001. After completing her residency in Obstetrics and Gynecology, she entered group practice in 2006. In 2012 she became the Medical Director of Education Without Walls for McMillan Enterprises. She is also the host of *House Call with Dr. Mac*, a podcast series launched in July 2014.

SABBATH, Feb. 20 • 11:00 a.m.
Divine Worship
 Oakwood University Church

African American Healers' Conference: "African American Women Working in the Vineyard." Come and experience worship service with the guest speaker of the day, Dr. Heoma Kweisi. The title of her sermon

is "Failing at Passing." Special music will be provided by the Central State University Choir.

• 3:30 p.m.
2nd Chance Radio Roundtable: "Women Empower"
 Oakwood University Church

Join us for a panel discussion with Kenny Anderson, and the women from 2nd Chance Radio Program: Janette Smith, Rev. Sheri Clayborn, Michela Johnson, Dr. Ramona Hyman, and Kelli Dulan.

• 5:00 p.m.
Concert by Dr. Janice Johnson Browne
 Oakwood University Church

The concert will also feature music from Madison Mission Youth Choir, First Church Youth Choir, and Oakwood Church Youth Choir.

SUNDAY, Feb. 21 • 3:00 p.m.
Festival of Spirituals
 Oakwood University Church

The Festival of Spirituals began in the 1970s when Historically Black Colleges and Universities in the state of Alabama gathered to commemorate Black History Month. Participating choirs for this year's Festival include: Alabama A&M University, Alabama State University, Central State University, Clark Atlanta University, and Oakwood University.

WEDNESDAY, Feb. 24 • 9:00 a.m.-3:30 p.m.
African American Read-In
 Eva B. Dykes Library

Hosted by the Eva B. Dykes Library, this event will feature interactive reading stations with works written by African American authors. This event is geared for children in grades kindergarten through sixth.

THURSDAY, Feb. 25 • 9:50 a.m.
Chapel: Concert by Calesta Day
 Oakwood University Church

Calesta Day has performed with the Miami University Opera, the Cincinnati Opera, the Bowling Green State Opera, and in recent years, a touring member of the American Spiritual Ensemble. Calesta received the Bachelors degree from Bowling Green State University in Vocal Performance, the Masters degree in Education with a Music Concentration from University of Dayton, and the Masters degree in Vocal performance from Miami University, Ohio. Calesta's doctoral project is "Exploring the Role of African American Opera Singers in the Establishment of the Spiritual as a Musical Art Form from 1900 to 1960."

• 7:00 p.m.
Oratorical Competition
 Moseley Chapel

Come and support students at Oakwood University as they speak on the topic "Is Black History Month still necessary in today's society? Why or why not?"

SABBATH, Feb. 27 • 11:00 a.m.
Divine Worship
 Oakwood University Church

Come and experience worship service with the speaker of the day, senior pastor Dr. Carlton Byrd. During the Sabbath service, Michael Vick of the Pittsburgh Steelers will give his testimony titled "The Importance of Good Choices." Special music will be provided by Deliverance Mass Choir of Andrews University.

EVENTS SPONSORED BY



Calendar of Events

February 5
 30th Pastoral Anniversary Celebration

Honoring Pastor Wayne P. Snodgrass of Progressive Union Missionary Baptist Church
 The Jackson Center
 Cummings Research Park
 \$50/person

February 6
 Annual Go Red Luncheon
 Sponsor: Central North Alabama Alumnae Chapter
 Delta Sigma Theta Sorority, Inc. - \$40
 Marriott, 12 p.m.

February 12
 Dancing with the President and First Lady of Alabama
 A&M University
 "Glitz and Glamour on The Hill"

Knight Center, 7p.m.
 Tickets \$25; Students,\$10
 VIP Table for 10 - \$300
 Benefits the AAMU

Bulldog Pride Committee
 Contact: 256-652-6948

February 14
 60th Anniversary Observance of Holy Cross-St. Christopher's Episcopal Church
 Keynote Speaker:
 Reginald E. Cathey, Award-winning Actor
 3740 Meridian Street
 Huntsville, Ala., 3 p.m.

February 14
 CONCERT
 Fantasia, Leela James
 BJCC Concert Hall
 Birmingham, Ala., 7 p.m.

February 20
 HBCU College Fair
 Union Chapel MB Church
 Family Life Center
 10 a.m.-1 p.m.

March 3
 Black Tie Dinner and Live Auction

2016 Gala Art Exhibition
 Huntsville Museum of Art

March 4-5
 Savannah State University Southern Region Conference
 Marriott Huntsville
 5 Tranquility Base
 Huntsville, Ala.

March 18
 Inaugural Education Banquet for the Julius R. Scruggs Child Development Center and Academy
 Guest Speaker: Selwyn M. Vickers, M.D.
 First Missionary Baptist Church
 Blue Spring Road
 Huntsville, Ala.
 6 p.m.

Read Online!
valleyweeklyllc.com

The nineteenth century lynching mob cuts off ears, toes, and fingers, strips off flesh, and distributes portions of the body as souvenirs among the crowd.

- Ida B. Wells

Super Spending on the Super Bowl

The 2016 Super Bowl is coming soon, and as always we can expect a large viewership consisting of sports fans, people who want to see the commercials, or those tuning in to see the halftime performance.

With around 100 million viewers tuning into the Super Bowl, companies are spending a minimum of \$5 million for thirty-second commercial spots. My very first mentor in event productions, Foxx Entertainment, taught me very early in business that it is all about how you market and promote your

event/business. If people don't know about your event they won't show up; if they don't know about your product, they won't know to buy it.

Billions of dollars are spent in the advertising industry due to the demand of promo. Publicity is a major part of a company's profits. What makes the Super Bowl commercials so special is that people are actually looking forward to advertisements. Even those who typically set their shows on DVR or flip through channels to avoid commercials, will more than likely pay at-



SAN FRANCISCO BAY AREA
02.07.2016

Photo Credit: wncn.com

tention to the ads on February 7. This is a very savvy investment for businesses to develop creative, crafty, catchy, and clever content that sells the audience on their products. Of course, all

businesses aren't able to fork out \$5 million. It costs a cute coin in order to capitalize off such a highly rated event; therefore, it is normally the multi-million and billion-dollar businesses that are able to afford this promotional luxury.

As listed on Superbowlcommercials2016.com, "there are nearly 40 companies that have already secured their Super Bowl slots. A few of the companies are: Coca-Cola--who gets ads almost every year; BudLight, of course; LG--debuting their new OLED technology; Amazon promoting Alexa; Doritos (this brand even had a contest for people to win \$1 million for the best commercial concept); Taco Bell--encouraging

us all to think outside the bun; almost every car company; some soda corporations; a couple of candy companies; a few new movie trailers; and more!" (www.superbowlcommercials2016.org)

I noticed a large number of companies have purchased spots for the first time, so hopefully they will receive a good return on their investment.

Even if a company receives only .05% of the Super Bowl viewers support, that would equal five million customers; so five million customers for five million dollars, is a pretty decent trade!

by Amoi Savage
A. Savvy Entertainment
www.amoisavage.com

PowerShot

"Let your passion burn, but equip yourself for the fire that will test to see if you really want what you say you want."

-J. T. Moore



"Every emotion that is in the human mind is there for a positive reason."

- Amos Wilson

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by Gary T. Whitley, Jr.

Huntsville Happenings

U.S. Congresswoman Shelia Jackson-Lee to Be Honored by Oakwood University Church

Congresswoman Shelia Jackson-Lee, (D, Texas) will be in Huntsville to be honored at the Oakwood University Church on Saturday, February 13, at 11 a.m.

Congresswoman Jackson-Lee will receive the 2016 Black History Achievement Award from Oakwood University Church during her visit.

Congresswoman Jackson-Lee is currently serving her eleventh term as a member of the United States House of Representatives. She represents

the 18th Congressional District of Texas, centered in Houston.

An influential force in Washington, Congresswoman Jackson-Lee earned a Bachelor of Arts degree in political science from Yale University with honors, followed by a Juris Doctorate from the University of Virginia Law School. Additionally, she is a member of Alpha Kappa Alpha Sorority, Incorporated, and the Houston Chapter of The Links, Incorporated.

During Congresswoman Jackson-Lee's tenure in Congress she has served on various Committees including the Committee on Foreign Affairs, Homeland Security, and Judiciary. In the 110th and 111th

Congress, Congresswoman Jackson-Lee served as chairwoman of the Homeland Security Subcommittee on Transportation Security and Infrastructure Protection. As chairwoman, Congresswoman Jackson-Lee was a leader in support of enhanced technology, better intelligence, increased airplane cargo inspections, increased security for railroads, and implementation of the 9/11 Commission report.

She has also served as the Ranking Member of the Border and Maritime Subcommittee. Congresswoman Jackson-Lee is also a senior member of the House Judiciary Committee. She is now the Ranking Member on the Subcommittee on Crime, Terrorism, Homeland Security and Investigations – the first woman to ever hold that position on the Committee.

The Oakwood University Church, in conjunction with the Breath of Life Television Ministry, led by senior pastor, Dr. Carlton P. Byrd, will welcome Congresswoman Shelia Jackson-Lee to the church, located at 5500 Adventist Boulevard, Huntsville, Ala.



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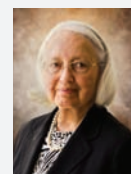
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*With Special
“Pioneer” Tributes to
Mrs. Dorothy Davidson
Rev. Dr. Julius Scruggs*



Saturday, March 12, 2016
Five O'Clock in the Evening
The Jackson Center
Huntsville, Alabama



Chamber of Commerce Presents Distinguished Service Award

At the 80th Annual Membership Meeting of the Chamber of Commerce of Huntsville/Madison County, held on January 28 at the VBC North Hall, Dorothy S. Davidson, chair & CEO of Davidson Technologies, was awarded the Chamber's highest honor. Outgoing Chamber Chair, Rey Almodovar, CEO of Intuitive Research, presented the Distinguished Service Award

to Davidson.

The Northern Virginia native relocated to Huntsville with her husband, the late Dr. Julian Davidson, in 1992 after working extensively in Europe for the U.S. Government and NATO. Davidson is a renowned mathematician and lover of the arts and classics.

Known for her philanthropic activities here in Huntsville, she is versed in

the following languages: Latin, German, Italian, French, Spanish, Danish, and Russian.

Recognized as the supporting namesake of the Davidson Center for the Arts (Huntsville Museum of Art) and The Davidson Center for Space Exploration (U.S. Space & Rocket Center), she serves or has served on various local community-related boards and committees.

Huntsville Madison County Chamber of Commerce





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www.burrittonthemountain.com

OPEN: April-October: Tuesday - Saturday: 9 am - 5 pm & Sunday: noon - 5pm

November-March: Tuesday - Saturday: 10am - 4pm & Sunday: noon - 4pm



On This Day - Friday, February 5

Henry "Hank" Aaron - Born this day in Mobile, Ala., in 1934, Aaron is a Hall of Fame Major League baseball player. Best known as the first man to break Babe Ruth's home run record, April 8, 1974.

- BlackInTime.info

STAY INFORMED: Huntsville City Council Meetings

City Council regular meetings are held in the City Council Chambers of the Municipal Building on the 2nd and 4th Thursday of each month at 6 p.m. City Council Work Sessions also held in the City Council Chambers of the Municipal Building on the 1st and 3rd Thursday of each month at 6 p.m.

For more information, call (256) 427-5011.



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- Chancellor
Williams



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