



# The You-Turn

Youth of Honor & Youth of Honor Foundation

Visit Us Online @ [www.youthofhonor.org](http://www.youthofhonor.org)

## Inspiring Words From The World's Best Golfers

The PGA Tour has a slogan that reads 'These Guys Are Good', and that marketing line was the perfect fit for the TOUR Championship event held at the East Lake Golf Club in Atlanta the week of September 10th. Not only was this a prized stop on the tour due to the history of the event, it was also the last leg of the inaugural FedEx Cup. With two trophies and \$10 million in prize money on the line, each player was aiming for the pins in hopes of scoring the lowest round.

The Youth of Honor team, thanks to the support of the PGA Tour, was privileged to be given media credential access for the event in support of our Youth of Honor YOH Cast series of inspiring messages from leading athletes, entertainers and board room executives. With a course filled with only the top 30 golfers in

the world, the stage was set not only for golf but for some uplifting messages.

With access in hand, the Youth of Honor team was able to go face-to-face with Tiger Woods, Phil Mickelson, Zach Johnson and Adam Scott to capture their thoughts. Though short in size, these messages are powerful in content. You can hear how golf and its preparations have many parallels to life as these elite golfers share their thoughts on topics like Commitment, Dedication, Perseverance and Preparation. If you haven't tuned in to hear these messages yet, we encourage you to visit our YOH Cast page at [www.youthofhonor.org/73.html](http://www.youthofhonor.org/73.html) today. Though our intent is to inspire troubled and 'at-risk' youth, we have

received many favorable comments from adults stating that they too are in need of messages like these to help re-energize themselves to be better employees, parents, neighbors and simply friends.



Besides capturing these YOH Casts, the Youth of Honor team was also able to speak with players and guests like Vijay Singh, Ernie Els, Neville Isdell—CEO of The Coca-Cola Company, Lynn Swann—NFL Hall of Fame Wide Receiver and Joey Harrington—NFL Quarterback for the Atlanta Falcons.

Lastly, congratulations to Tiger Woods for not only his TOUR Championship win but also his winning of the inaugural FedEx Cup.



Nov 2007

Volume 1, Issue 4

Inside This Issue	
Cut-A-Thon Support	2
Support Now	3
YOH Merchandise	3
Youth Statistics	3
Corporate Support	3
Personal You-Turn Letter	4
Walter Reed Recognition	5

### You-Turn Quote

"Look in the mirror and always ask yourself if you are doing your best. Your best is what you need to do. The only person who really is going to judge you is the person in the mirror."

Neville Isdell, CEO of The Coca-Cola Company

## Look Who's Got a YOH T-Shirt



Ron Brashear & Tiger Woods



Phil Mickelson



Ernie Els



Tom Grason & Vijay Singh

# YOH Foundation Supports Cut-a-thon To Inspire Youth

The Youth of Honor Foundation sponsored the back-to-school 2007 CUT-A-THON at The Cutting Method Barber Shop in Marietta, Georgia. Haircuts were only \$5.00 per person for a 24-hour period beginning at 6:00 a.m. on Saturday, August 11th and ending at 6:00 a.m. on Sunday, August 12th.

Over 500 youth and adults (men and women) received discounted haircuts during this cut-a-thon period and many of them were even treated to an extra bonus that they were not expecting.

As part of the activities for this event, H. Ron Brashear, YOH President & founder, was the keynote speaker and addressed the youth and parents in attendance on the importance of the "IT" factor. "I" is for your Image and "T" is for your Talent. "If I can't get past your image I may not be able to embrace your talents," said Ron.

Mr. Brashear spoke to the young males about the ramifications and the adverse stereo types that come along with young males promoting the dress code that is known as "SAGGIN" (this is where their pants are worn below the waistline). Mr. Brashear stated, "It's not my place to tell you how to wear your clothes, and I understand that it is a FAD for you youngsters at this time. However, I would be negligent if I do not point out to you that the image carries a very NEGATIVE stereo-type to it. Therefore just be aware of how you may be treated from others who see you in this dress attire. I, personally, would

much rather see you dress like a PROSPECT than to see you dress like a SUSPECT."

Mr. Brashear also spoke to the parents and the young ladies in attendance about their dress attire as well. He utilized the analogy of ('Putting on too much honey'). He stated, "There is nothing wrong with you wanting to look beautiful. God made you to be beautiful. The key is that you want to make sure you are not putting on too



much honey. You want to put on just enough honey to attract a special bee - a bee that will respect you, cherish, and honor you. If you put on too much honey (low cut tight jeans, skirt too high, etc.) you will attract a swarm of bees. Whenever there is a swarm of bees, there is always the possibility of one of the bees wanting to act out and show its dominance by trying to sting you (verbally or physically)". Based on the reactions from the crowd and the applauses, Mr. Brashear's message was well received and it stimulated quite a bit of dialogue in the barber shop.

Afterwards, we spoke to the owner of Cutting Method Barber Shop, Mr. Nate Evans and he offered the following:

**Q:** What was your goal when you decided to host the cut-a-thon?

**A:** "My goal was to provide an opportunity for parents to receive a benefit on the price of a haircut for their kids in preparation for going back to school."

**Q:** What do you hope that the youth will take away from the experience and the efforts of having themselves well-groomed?

**A:** "I hope their take-away is that the way you feel will be predicated on the way you look. If you feel good about the way you look, you are going to feel good about everything you do."

Portions of the proceeds from the cut-a-thon benefited the Sheltering Arms Child Care Center, which aids low income families with scholarships to provide daycare assistance. The YOH team is very delighted to have been a part of this event and we wish the Cutting Method Barber Shop in Marietta, Georgia much continued success. If you are ever in the area and want a quality haircut in a professional environment, just give Mr. Nate Evans a call at 770.916.0840.



## Prepare For Success Through The Way You Dress



# Show Your Support And Get A Tax Deduction As Well

As the tireless efforts of the Youth of Honor Foundation programs begin to gather momentum with more and more youth being reached through our services, we are actively seeking your financial support to sustain this momentum and drive the impact of tomorrow to even greater heights.

We understand that you have many people reaching out to you for assistance and that your discretionary spending can be limited with gas prices on the rise. We hope, however, that you will take a few minutes to re-read this newsletter and grasp hold of the words to more deeply understand the impact we are making.

Please take a few minutes to review our website for even more information to find out how you can *truly* make a difference.

We need you. Even beyond us needing you, the kids and facilities we serve need you.

We pledge to be the best steward of any funds received, and we will ensure that our resources are directed in the most effective manner to have the greatest impact.

Each youth we reach will not only improve their lives and the communities they live in, they will also reduce the burden on our courts and prison system, which are beyond capacity and overflowing with inmates.

Too many youth are losing the freedoms we all enjoy due to poor decision making and the lack of love for themselves. The Youth of Honor organization is working to change that, but we need your help. The kids need your help so let's partner today to make a difference that will last a lifetime.

## Individual Donor Levels

- Bronze \$100+
- Silver \$250+
- Gold \$500+
- Platinum \$1,000+

## Corporate Sponsorship Levels

- Bronze \$5,000+/annually
- Silver \$10,000+/annually
- Gold \$25,000+/annually
- Platinum \$50,000+/annually

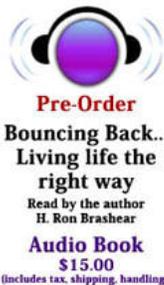
For more information visit, <http://www.youthofhonor.org/60.html>

**All donations are 100% tax deductible**

**YOH Foundation's EIN #: 20-4760115**

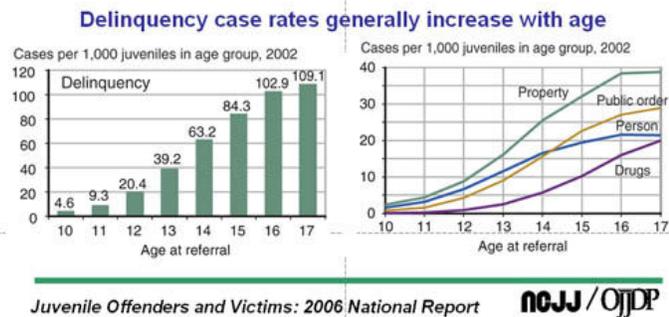
## Merchandise

In previous newsletters we have taken time to highlight the availability of the Youth of Honor Get YOH Jump On Life T-Shirts and wrist bands in addition to our book, "Bouncing Back... Living life the right way". These items are still available on our website and would make the perfect 'New Years Resolution Gift' for those looking for inspiration and the desire for a better tomorrow.



In addition to these items, we are also pleased to announce that we are taking pre-orders for "Bouncing Back... Living life the right way" in audio format. Thanks to the feedback from many of you, we realize that in today's hectic world the audio book is valuable, and it will allow you the flexibility to be inspired while driving to work or just relaxing on the couch. If not for you, order copies today for the youth who you know are in need of some guidance.

## Youth Statistics



As the chart indicates, the sooner we can intervene and positively change the path in life for troubled youth, the better. Raising a child today is certainly no easy task. It is much more than a full-time job. We strongly urge you to take time - TODAY - to reach out and assist a young person in need before it is too late. Get involved and make a difference today that will impact someone for a lifetime.

## Corporate Supporter: Interscape, Inc.



As a company and foundation just over one year old, the ability to share our mission and accomplishments is critical to the growth of our programs. From day one we knew that the internet would serve as our primary vehicle to share our organization's information. But, we also knew that cost



was a driving factor, as well as the flexibility to post information to the site on a very short notice.

With the help of Interscape, Inc.'s Knovial platform we were able to get a site up in less than a week plus have the ability to manage our content with no HTML skills required. The Knovial platform (<http://www.knovial.com>) has also positioned us to grow our internet presence at any time through its suite of capabilities, which includes: streaming video, calendaring, shopping cart, eMail campaigns and more. It is now up to us to leverage these

capabilities to enable us to positively impact more troubled and 'at-risk' youth.

We are appreciative of the Interscape team's support and foresight in building a platform like this. If you are in need of a website for your non-profit or business, we encourage you to add Interscape's Knovial platform to the top of your list. For more information on Knovial or to schedule a demo, contact Matt Francis at [mfrancis@interscapeinc.com](mailto:mfrancis@interscapeinc.com) and let them know Youth of Honor sent you.

# A Change Agent: Personal 'You-Turn' Letter of Endorsement

Albert Murray, Commissioner

Debbie Blasingame, Director  
Lu Trenze Butcher, Assistant Director  
Lalita Appling, Assistant Director



DEPARTMENT OF JUVENILE JUSTICE  
3408 Covington Highway, Decatur, Georgia 30032  
Phone (404) 508-6608 Fax (404) 508-6663

MACON STATE YOUTH DEVELOPMENT CAMPUS  
4160 Riggins Mill Road, Macon, Georgia 31217-5440  
Phone (478) 751-3415 Fax (478) 751-3414

30 August 2007

To Whom It May Concern:

I am an employee of the Macon Youth Development Campus. I have had the pleasure of teaching Family and Consumer Science for over eighteen years at this location. During those years, I have had the opportunity to meet many professionals and see many projects make efforts to improve or rehabilitate the incarcerated youth on this campus. Some projects failed, some worked awhile and fell by the wayside, and others succeeded to some extent.

One day our teaching staff was called together and informed that a man would be coming to work with groups of girls to explain what his life has been like and to show similarities that our girls could identify with. His name .....Ron Brashear. His book.....Bouncing Back...Living Life the Right Way. As I heard the explanation of his topic and plan, I thought...here we go again—probably another waste of state monies!

Well, boy was I wrong! To me, this man's story and means of presentation are unbelievable. Ron Brashear is such a personable man with such a story to tell! Mr. Brashear has been through so much in his life! This is a person our girls could definitely identify with. He stresses to the girls that they have made mistakes in their behavior, but they can grow through them, instead of just going through them. He says their incarceration can be a bend in the road. It is not the end of the road.

In his program, the girls are given an autographed copy of his book and a workbook with open-ended question for the girls to complete concerning their own experiences. Mr. Brashear exposes the "demons" of his life which encourages the girls through discussions and writings to expose their own demons. He discusses so many valuable topics that the girls understand. The "it" factor, making quick money, who you choose as friends, "haters", wearing too much "honey", hip-hop lyrics and their degradation of women, looking at their windshield and only glancing in their rear-view mirror, importance of education, growing through things, and putting change in the soda machine and their expectations of what they will get.

In the discussions, I take pictures of the girls as they listen, watch, laugh, cry, discuss and identify with his story. I then glue the photos in their book around the section in which they will write their own story of their life.

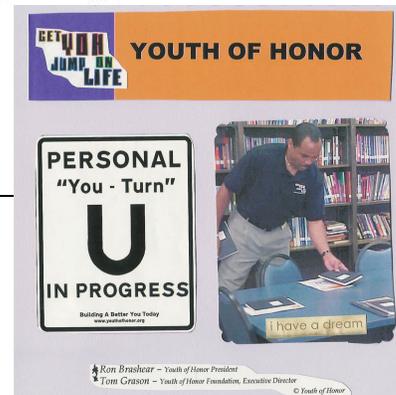
In summary, I want to say this has been the most meaningful and positive project that the girls at the Macon Y.D.C. have been exposed to in my 18 years on the campus. In the discussion groups, I've seen tears, laughter, "oh, that happened to me too" moments, compassion, deep concern, and respect exchanged. Working with Mr. Brashear has been such a pleasure for me. He is also the nephew of Carl Brashear who was in the movie Men of Honor. You can see that determination for great accomplishments runs in his family! I will always value what I have learned from working with him and the girls. I know he and his book, program, empathy and love have touched and helped many girls here.

Elizabeth White  
FACS Teacher

## An Equal Opportunity Employer

The Personal 'You-Turn' Training has been successfully administered to over 200 young ladies at the Macon Youth Development Campus through a partnership between Youth of Honor, the Georgia Department of Juvenile Justice, and the Macon YDC Leadership Team.

To have the Youth of Honor team speak, or present this curriculum, to your facility, school or church, please contact us today at [info@youthofhonor.org](mailto:info@youthofhonor.org). We look forward to partnering with you to raise the bar on a better tomorrow for our youth.



## Youth of Honor & Youth of Honor Foundation

1274 Minhinette Drive  
Roswell, GA 30075

Phone: 770.367.8378  
E-mail: [info@youthofhonor.org](mailto:info@youthofhonor.org)

**Newsletter Editor-in-Chief:** Joyace Hanks



*Don't be afraid to  
soar to new heights*



## The Youth of Honor (YOH) Foundation

### *MISSION:*

*To assist troubled and 'at-risk' youth achieve greatness in life through education and life-skills training.*

### *VISION:*

*To become globally recognized as the leader in the enrichment of youth through education, caring and the commitment to their long term success and personal achievement.*

In order to make a difference, we **need your support**. As a 501(c)3 your donations are tax deductible, and be assured that we will be great stewards of your funds and utilize them to make significant impacts in the lives of our youth.

Remember your donations may be matched by your company.

To Contribute Visit <http://www.youthofhonor.org/60.html>

Or contact us at [info@youthofhonor.org](mailto:info@youthofhonor.org)

## Walter Reed Hospital Recognizes Youth of Honor Organization

Today, over 350,000 U.S. military servicemen and women are deployed around the globe. The Youth of Honor team decided to spend this past Memorial Day Weekend visiting many of the wounded in an effort to recognize them for their dedicated service to our country. We went to inspire the troops but instead, we walked away with a deeper respect for those defending our freedom and spending months at a time away from their loved ones.

While visiting Walter Reed Hospital the team was given a tour of the Family Assistance Center which is in place to support the family members of recovering soldiers. These family members drop everything and re-locate themselves close the hospital to assist their loved ones in their recovery from the traumas of war. Jobs are left, as well as other family members who remain at home to care for the house and try to keep things running. There is enormous stress on the families, and the Family Assistance Center serves a vital role in supporting their needs.

After returning to Atlanta, the Youth of Honor team pledged to try and help these families cope with the stresses they are under, and thanks to a donation from AT&T ([www.att.com](http://www.att.com)), hundreds of pre-paid calling cards were provided to the Family Assistance Center to be distributed to the families. These pre-paid cards with 100 free minutes are allowing the families to keep in touch with the relatives and friends back home while not incurring any additional expense. Spirits are raised and hopefully some of the stress is relieved.

With the Holiday Season fast approaching, the Youth of Honor team encourages you to reach out to lend a hand to a family member of a military soldier. Perhaps you have a neighbor or know a fellow parishioner at your church who needs to hear words of encouragement. Take a moment to tell that person 'Thank You' on behalf of their loved one who is standing tall, and many times in harms way, to protect the freedoms we all enjoy today.

