

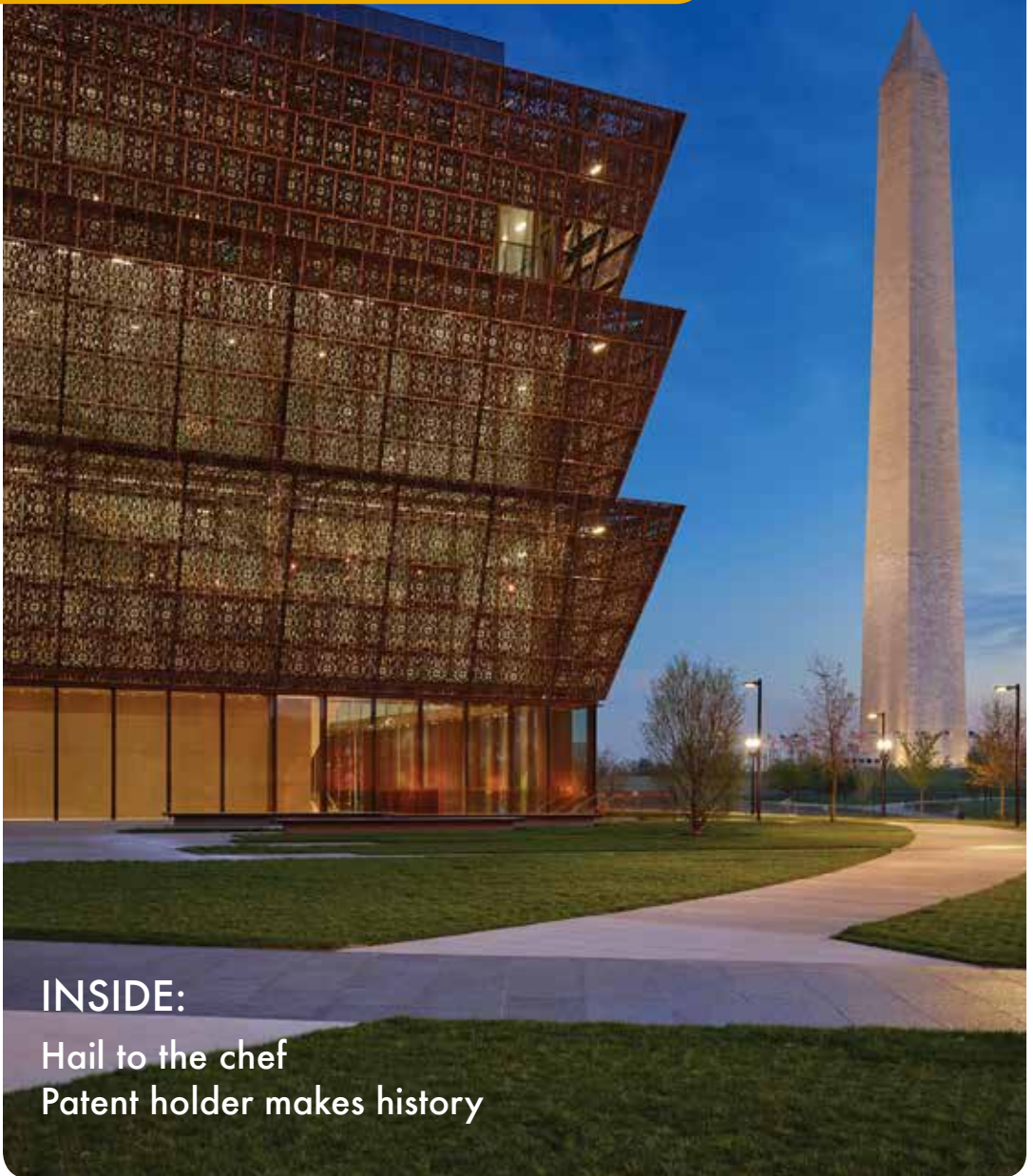
unity



Celebrating Food, Art & Culture

African-American History Month  
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## Crowning achievement



**INSIDE:**

Hail to the chef  
Patent holder makes history

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# Hail to the chef

The opening of the National Museum of African American History and Culture in 2016 launched the culinary partnership between America's largest archives dedicated to black history and its largest minority-owned foodservice provider. And one of America's busiest and most exuberant chefs is playing an integral role in the dining establishment's development.

Celebrity Chef Carla Hall serves as the ambassador for the museum's Sweet Home Café, whose four stations are devoted to regional fare: the agricultural South, Creole coast, north states and western range. The café's daily operations are jointly handled by Thompson Hospitality and Restaurant Associates.

A cookbook author and co-host of ABC's culinary talk show "The Chew," Hall recently spoke to food, drink and travel website Thrillist about her involvement with Sweet Home Café.

"I don't cook here (at the café). My role is ... to draw attention to the café itself, and how it is an integral part of the museum, and not just an amenity.

"I came on board a couple years ago ... and my connection was Benita Thompson-Byas (Thompson Hospitality's senior vice president of Joint Ventures and vice chairman)," Hall said. "We knew each other like 20 years ago, when I first got out of culinary school, and I did what I call a little internship with them. So that was a connection, and then we just sort of stayed in touch.

"And so after (TV competition show) 'Top Chef' and then now that I'm on 'The Chew,' I think the powers that be were looking for not only an African-American to be a connection to the museum, but also somebody who was connected to D.C. (where she resides)."

A native of Nashville, Tennessee, Hall graduated from Howard University with an accounting degree. After traveling throughout Europe, she developed a fervor for all things culinary and subsequently redirected her career path. She attended L'Academie de Cuisine in Maryland, was a sous chef at the Henley Park Hotel in D.C., and was executive chef at The State Plaza Hotel and The Washington Club.

Hall opened her first restaurant, Carla Hall's Southern Kitchen ([www.carlahallsouthernkitchen.com](http://www.carlahallsouthernkitchen.com)), in 2016. Her fast-casual restaurant, located in Brooklyn, New York, is an homage to Nashville's hot chicken and Southern sides.



Sweet Home Café' and Carla Hall's Southern Kitchen are keeping Chef Carla Hall busy in 2017.

As if her roles with Sweet Home Café and Carla Hall's Southern Kitchen aren't enough, Hall is involved with Chef Jose Andres' World Central Kitchen Chef Network, D.C. Central Kitchen, The USO, St. Jude Children's Research Hospital, Feeding America and WCR (Women Chefs and Restaurateurs). She also serves on the advisory boards for the Edible Academy for the New York Botanical Gardens and for the Food and Finance High School in New York City.

## Carla Hall's Snow Day Cocoa

*For the cocoa*

6 ounces milk  
3 ounces dark chocolate, broken up into pieces  
1/4 teaspoon ground cinnamon  
1/2 teaspoon sugar  
1 2-inch piece of fresh orange peel

*For the whipped cream*

2 ounces heavy cream  
1/2 teaspoon sugar  
1/4 teaspoon ground ginger

Toast the ground cinnamon in a small saucepan for a few seconds, then add the milk, dark chocolate and sugar. Whisk lightly over medium heat until combined and heated through. Pour into a mug.

Whip the cream until it forms soft peaks (this will happen very quickly, so don't overwhip it or it'll turn into butter!). Mix in the ginger and sugar until combined, then spoon it onto the hot cocoa and garnish with the fresh orange peel.

**Yield:** 1 cup

See *Carla Hall's Collards With Turkey Kielbasa* recipe on page 6.

# Crowning achievement, on a national scale

When the National Museum of African American History and Culture released 28,500 timed-entry passes for the Sept. 24-26 opening weekend in 2016, they were gone in an hour. If you're considering a visit to the museum (aka "the Blacksonian") in 2017, you must have a timed-entry pass (it's free) – and you should schedule your trip well in advance. More information on the museum and the passes is available at [nmaahc.si.edu](http://nmaahc.si.edu).

Those who enter the newest building on the National Mall in Washington, D.C., will have access to nearly 37,000 artifacts, historical collections, discussions and performances, a gift shop and the full-service Sweet Home Café.

"Ultimately, I trust that our visitors will draw sustenance, inspiration and a commitment from the lessons of history to make America better," Director Lonnie Bunch wrote in an essay for Smithsonian magazine. "I hope that the museum can play a small part in helping our nation grapple with its tortured racial past. And maybe even help us find a bit of reconciliation."

## African-American History Month at the museum

Scheduled events include:

### Feb. 1 – "I Am Not Your Negro" Screening and Discussion

Based on 30 pages of James Baldwin's final and unpublished manuscript, "Remember this House," Raoul Peck's new documentary presents Baldwin's reflections on the assassinations of Medgar Evers, Malcolm X and Martin Luther King Jr. with footage from the civil rights era.

### Feb. 9 – "Tarzan to Tonto: Stereotypes as Obstacles to a More Perfect Union – A Symposium"

Scholars, writers and critics discuss the ongoing presence of such stereotypes and the barriers they pose to advancing American culture.

### Feb. 26 – "Taking the Stage: A Celebration of Black Composers and Chamber Music Performed by Pershing's Own"

The Army band, Pershing's Own, performs chamber music by African-American classical music composers including H. Leslie Adams, Valerie Coleman, David Sanford, Alvin Singleton and William Grant Still.

Photo by Alan Karchmer/NMAAHC



Selma-Montgomery March  
Train Ticket



Alvin Ailey Dancer



Muhammad Ali's Robe

## Museum visitation tips

As of this writing:

- Timed passes are required to enter the museum. Same-day, timed passes are free and available online only ([www.etix.com/ticket/v/11570/national-museum-of-african-american-history-culture-same-day?displayType=list](http://www.etix.com/ticket/v/11570/national-museum-of-african-american-history-culture-same-day?displayType=list)), beginning at 6:30 a.m. daily.
- Up to four same-day timed passes are available daily until they run out. Same-day timed passes are no longer distributed in person at the museum and are not available by phone.
- A limited number of walk-up passes are available at the museum on weekdays, beginning at 1 p.m. No walk-up passes are available on weekends.
- Noncommercial groups of 10 or more, including schools, nonprofits and families, can schedule their visits up to one year in advance through the museum's website.
- All visitors must be screened. Security personnel will hand-check bags, briefcases, purses, strollers and containers. Visitors are required to walk through a metal detector; those unable to do so will be hand-screened with an electronic wand.

# 'Higher level of the human spirit'

Works by the artists featured in this edition of *Unity* symbolize their love of heritage, culture and family.



"Buddy Blues Guy" by Keith David Conner

## KEITH DAVID CONNER

Keith David Conner was born and raised in Flint, Michigan, and was encouraged by his parents to become whatever he aspired to be. Conner's mother believed he had talent, so she enrolled him in the Flint Institute of Art at a young age. He graduated from the American Academy of Art in Chicago with a degree in design and illustration.

Conner's work is indicative of his desire to portray positive images that have historical or cultural significance. "Buddy Blues Guy," acrylic on wood panel, is Conner's portrayal of the legendary musician. The natural wood is exposed as part of the guitar and his hands, watch and ring are bas relief (3-D) – a trademark of Conner's work. Bright colors that surround Guy appear as a force field representing the music that emanates through and around him.



"Faces of Beale Street Blues Boy" by Keith David Conner

Blues icon BB King is illustrated through "Faces of Beale Street Blues Boy," also acrylic on wood. His expressions and feelings show prominently against a rich, blue background sky.



"Jazzy ESP"  
by Keith David Conner

Conner says his oil on canvas, "Jazzy ESP," is his rendition of jazz artist Esperanza Spalding. "Esperanza is singing and playing alone on an island shore at dusk," he says.

"Vibrant colors reflecting the many shades of her sexy sounds can be heard in the distance against the waves and gentle breeze.

"I believe art has given culture to the world," says Conner. "I take great pride in contributing to that process by using color and imagination."

## BERNARD STANLEY HOYES

Bernard Stanley Hoyes was born in Kingston, Jamaica, and grew up in a close-knit community. He considered himself an artist at a young age and studied at the Junior Art Centre of Jamaica. When he was a teenager, Hoyes moved to Brooklyn, New York, and continued to pursue his lifelong love of art. He received his Bachelor of Fine Art in painting and graphic design at the California College of Arts and Crafts in Oakland.



"Ribbons to Unite"  
by Bernard Stanley Hoyes

Hoyes' Jamaican heritage lays a thematic foundation for his artwork. Brilliant colors indicative of his

African-Caribbean roots transfer to three of his vibrant pieces in his Ribbon Series. Hoyes says the ribbons in "Ribbons to Unite" serve as a binding force to retain unity.



"Abundance of Ribbons" by Bernard Stanley Hoyes

"Abundance of Ribbons" spotlights the many achievements of African-Americans before and after slavery that Hoyes says are moments that are not recognized and celebrated enough.

The ribbons in "Mystic Ribbons" tie together the tradition and rituals of taking produce to market.

"My art is inspired by my quest to express the higher level of the human spirit," says Hoyes.

Hoyes' works have been featured in numerous television and film productions, and collected nationally and internationally.

## SHERRY SHINE

Sherry Shine says art became a major part of her life once she discovered she could draw. She created her first mural of her family and neighborhood friends at age 3; however, it was not well received because it was created on her bedroom wall. Visual portrayals in Shine's work are reminiscent of life and stories told by her great-great grandmother, who raised her. Shine initially created bed quilts because of the rich history of traditional quilt making and because it combined two things she loved to do: paint and sew.

"Many of my viewers recognize the stories and messages I try to convey in my work," says Shine. "Many times they see someone that reminds them



"Mama Said There'd Be Days Like This" by Sherry Shine



"Mystic Ribbons" by Bernard Stanley Hoyes

of a family member or a story that was told to them." Shine reveals that "Mama Said There'd Be Days Like This" is one such piece. "She is relatable as a female family member, a hard worker and a motivator," Shine states. The woman and house behind her are hand painted and the remaining images are commercial fabrics layered and machine sewn.



"Market Strategy" by Sherry Shine

son's back as a protector and mentor.

"Market Strategy" shows the endearing connection between a couple in love. It is a combination of paint and fabric layering, and is machine sewn. The woman's hair, which is embroidered thread, adds contrast and texture to the piece.

Shine says "Headin' to Market" is another piece that exemplifies family and connection. The father walking behind his son represents his love for him and that he always has his

Shine has exhibited her work across the country in galleries, colleges and museums including Bank Street College in New York City; Michigan State University Museum in East Lansing; and The National Constitutional Center in Philadelphia, Pennsylvania.



"Headin' to Market" by Sherry Shine

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## Collards With Turkey Kielbasa

- 1/4 cup olive oil
- 1 pound turkey kielbasa, cut on the bias 1/2-inch thick
- Medium yellow onion, finely diced (about 4 cups)
- 1/2 cup fresh garlic, thinly sliced
- 2 teaspoons kosher salt
- 1/2 teaspoon freshly ground black pepper
- 2 teaspoons crushed red pepper flakes
- 2 tablespoons smoked paprika
- 3 tablespoons apple cider vinegar
- 3 cups water
- 5 pounds collard greens, 1/4-inch chiffonade



In a large pot, heat the oil on medium heat and brown the kielbasa on both sides. Add the onions and sauté until translucent, then add the garlic and red pepper flakes. Season with salt and pepper. Cook for another 2 minutes. Add the smoked paprika and cook an additional 2 minutes. Add the vinegar and water. Bring to a boil over high heat, then reduce the heat to simmer for at least 20 minutes.

Meanwhile, prepare the collards: Working in batches, roll the leaves like a cigar, cut the roll in half lengthwise, then cut roll into thin strips (1/4-inch chiffonade). Do not take the stems out! (they add texture to thinly cut greens.) Wash the greens thoroughly.

Add the sliced greens to the pot and mix them well with the pot "likker." Simmer until tender, about 45 minutes, stirring occasionally. Season to taste with salt and pepper, if necessary. Serve hot.

## Plant-based restaurant's profile grows

Featured on MSNBC's weekly show, "Your Business," in 2016, Kale Café Juice Bar & Vegan Cuisine in Florida is the epitome of a mom-and-pop operation. In November 2013, Omar Brown and wife Camille Holder-Brown opened their first "Caribbean-vegan" restaurant in Daytona Beach. The busy couple – and parents – opened their Ormond Beach location in June 2015. A location in Port Orange is expected to be open in February.

Co-owner Camille Holder-Brown recently spoke to *Unity* magazine about Kale Café.

**Q. What are your customers' demographics in terms of age, race, gender, etc.?**

**A.** Daytona Beach now has about 37 percent black customers from about 20 percent or less when we opened. The Ormond location has more like 17 percent black customers. The majority of my customers are not black ... What we realized is that black people will come to our shop, but if we had opened in the neighborhood we live in, we may not have had the white customers we have.





Busy restaurant owners Camille and Omar Brown are the parents of a growing family. Photo by Don Parchment

People age 40 and over are the majority of our customers because they may have already had some health issues and are staying on top of how they eat. The next-biggest group we have is students, both college and high school.

**Q. How many people do you employ?**

A. (As of August 2016) we employ five in Ormond and nine in Daytona. The Port Orange store will have about 15 employees.

**Q. What's the square footage of each restaurant?**

A. The Daytona store is over 3,500 square feet (it used to be a nightclub). The Ormond store was about 800 square feet for the first six months. After three months of being open, my husband made a choice to expand, after the skateboard shop moved, and we took over the space. Omar is wise; we needed that space. There is storage for produce, more seating, a pantry where my baker bakes. Port Orange is about 2,000 square feet.

**Q. Have you continued to use some of the tactics recommended to during your appearance on MSNBC's "Your Business" show?**

A. We absolutely do everything (the show recommended). We make our own burgers, which saves us about \$700 a month. I have gotten a bookkeeper to help me keep track of those crazy receipts and I still order things in bulk and save money there.

**Q. Do the menus vary at each location, or do you have a slightly different focus at each restaurant?**

A. The menus are the same, but in Ormond we added a grab-and-go and just got one for the Daytona store, too, and we will have one in Port Orange. We are building a brand so the menus are

the same. The veggie burgers really took off in the Ormond store and we did not expect that, so we added another sandwich and will add a third. The grab-and-go features salads, drinks and raw food entrees and will soon have our signature salad dressing and a raw avocado chocolate mousse.

**Q. What is your most popular Main Ting, Side Ting, Snack Ting (menu items) and smoothie?**

A. Green Stuff is our most popular smoothie. Brown Stew Tofu is the most popular entree followed by our Seitan and Jerk Mushrooms. People love our mac 'n' cheese that is gluten- and soy-free and we make our own cheese. However, as you can imagine at Kale Cafe, the Kale Salad reigns as the best seller of side tings. Snack tings would have to be the cinnamon rolls.

**Q. Do you and Omar work at each location every day?**

A. My husband is definitely hands on in the stores daily. I may work in the stores once a week to go over some new things with my staff. I stay out of the stores mainly because I have five kids and we are in the way, especially in the smaller store.

I work all special events and pop in the stores almost daily, but the work I do is behind the scenes and from home. I love working in the stores and miss it, but when I come I have fresh eyes and I get to work on the business while Omar typically works in it.

**Q. Have you always been vegans?**

A. No, both Omar and I were vegetarians since 1996, so 20 years. I became a vegan after opening the restaurant, and I haven't gone back. My kids are vegans, too, all except the oldest stubborn one. She eats cheese, or pizza, rather, at social events.

**Q. What's next for Kale Café?**

A. We want to have 30 stores in the next five years so we will be working with investors and people that want to own a Kale Café. We really want to be as well known as McDonald' but just on the opposite spectrum, with plant-based foods!

**Q. Is there anything else you'd like readers to know about your business?**

A. I just want people to keep my family in their prayers and keep cheering us along with positive vibrations as we follow our dreams of making cities have great tasting and affordable eating options, that just happen to be 100 percent vegan. Amen!

# Hair-care patent holder makes history

Eight years ago, Gwen Jimmere watched as comedian Chris Rock placed a soda can in a tub of chemical hair relaxer during his 2009 “Good Hair” documentary. She recoiled as she watched the can disintegrate.

Pregnant at the time, Jimmere worried about the effect her hair-care product was having on her child’s health.

After a lengthy search, she found 10 or 11 chemical-free products for styling her naturally curly however. Along with the expense, Jimmere was spending three to five hours styling her hair. Frustrated, she set to work creating a product in her kitchen.

Fifteen months later, Jimmere – broke, jobless and in the last stages of a divorce – felt she had no choice but to turn her personal passion project into a viable business. By August 2015, she had been granted patent number US9107839 B1 for her product. The patent covers Moroccan Rhassoul 5-in-1 Clay Treatment, which is made from Rhassoul clay that allows consumers to wash, condition, deep condition and detangle, while also serving as a leave-in conditioner.

Today, Jimmere is the CEO of Detroit-based Naturalicious (<https://naturalicious.net>), a natural hair-care products company. The products are sold on the company’s website and amazon.com, and some Whole Foods Markets, among other places.

Turning her home-based concoction into a widely distributed product hinged on earning a patent for it. Jimmere knew that paying a patent-law attorney tens of thousands of dollars was an



Gwen Jimmere’s products for natural hair are available online and in stores. Photo courtesy of Gwen Jimmere

option; however, “you can definitely file for a patent on your own. Whether you hire an attorney or not,” she says, “you don’t get the money back if you don’t get the patent.

“It took me about eight months to learn patent law (she has no legal background). There’s time consideration, there’s a lot of things on the line. It took me 15 months to get my patent approved. (some people wait three years). It’s a lot different than filing for a trademark or a copyright.”

During the grueling and lengthy patent research phase, did Jimmere consider giving up?

“Yep,” she admits, “(but) I had my mother in my head telling me somebody else will come along, see what you’ve done and duplicate it. And I have a son and I want to leave legacy for him.”

Jimmere had no idea she had made history until after her patent had been issued.

“The USPTO (U.S. Patent and Trademark Office) has a research department and they reached out to me. It was 2015 and I did not think there was much that would be a first in that category. It’s been a really cool thing.”