

PROFILES IN EXCELLENCE

ISSUE 19 • 2011

Building
STRONGER
communities

**RAISING
THE BAR**
for local
youth

Initiating
POSITIVE 
ACTION

See how
students
are going
**ABOVE &
BEYOND**



Diversity is integral to who we are & how we operate as a company.

We are committed to being an organization that fosters cultural values of all ethnicities. We can best deliver on our pledge to make a difference in the lives of our customers and associates every day by integrating diversity into our business initiatives.

This year, we celebrate Black History Month by recognizing students who are making a difference in their local communities. These students were nominated by local organizations based on their efforts to build better communities through positive action, and each received a scholarship to help them reach their future goals. By modeling leadership and initiative, these students are raising the bar for local youth and exemplifying the true ideals of Black History Month.



Kyle—Massachusetts

{ Roxbury Preparatory Charter School }

Kyle cites not only Dr. Martin Luther King, Jr., but also ‘silent heroes’ like civil rights advocate Medgar Evers, among those who made sacrifices for his opportunities today. Kyle upholds the ideals of Black History Month daily by “always striving for excellence while keeping into account that without this sacrifice, I probably would not be able to receive such an education.”

From election to Student Council and membership in the Association for Diversity in Action to serving as a greenhouse assistant at UMass Boston and participating in athletics, Kyle shows no signs of slowing down in his passion for growth and new experiences.

Outside of school, Kyle embraces community involvement because it gives him the opportunity to hone many different skills and gain valuable experience while displaying great leadership and helping others. Kyle’s service to his community includes playing an active role in his parish’s outreach ministry and serving as a youth peer leader, as well as dedicating over 60 hours to serving food to the homeless.



“ always striving
for excellence...” ”



Anecia–New Jersey

{ Community Bible Fellowship Church }



In addition to being involved with many activities at her local church, Anecia has maintained above average grades, participated in extracurricular activities at school and taught reading classes to at-risk youth. Anecia's attention to detail, leadership qualities and high degree of integrity allow her to excel in her many endeavors.

When asked what Black History Month means to her, Anecia searched for a formal definition, but settled on her own personal meaning, "Black History Month means to me celebrating past ancestors that make a way for all African Americans in today's society [...] and appreciating African Americans who were not afraid to stand out and speak out."

Anecia helps further the ideals of Black History Month by mentoring. "The forerunners of slavery times and the Civil Rights Movement created a way for my generation, without knowing who we are or what we would become. I feel as though I should do the same for my peers and generations to follow."

Jolene–New Jersey

{ Monsignor Donovan High School }

Putting pen to paper is one of the many ways Jolene expresses her commitment to upholding the principles of Black History Month. Through poetry and writing in general, Jolene conveys the message that with perseverance and determination, anything is possible.

Jolene plans to become the first doctor in her family and serve as a role model for others. Bringing positive change to the world is no small goal, but it is her goal nonetheless.

In addition to taking university level classes and participating in the Garden State Philharmonic Youth Orchestra, much of Jolene's time is given to community service, including work with local youth and the homeless in her community. "I have grown so much in character by simply giving back to my community, and have realized that people can be disadvantaged financially, while still maintaining an advantage spiritually."



*Because of our past,
The ones that brought us "Free at last, free at last,"
We have now risen from slavery,
Now to presidency,
All because, of one man's dream.*

**–An expert from
One Man's Dream by Jolene**

Barbara—Maryland

{ Elkton High School }

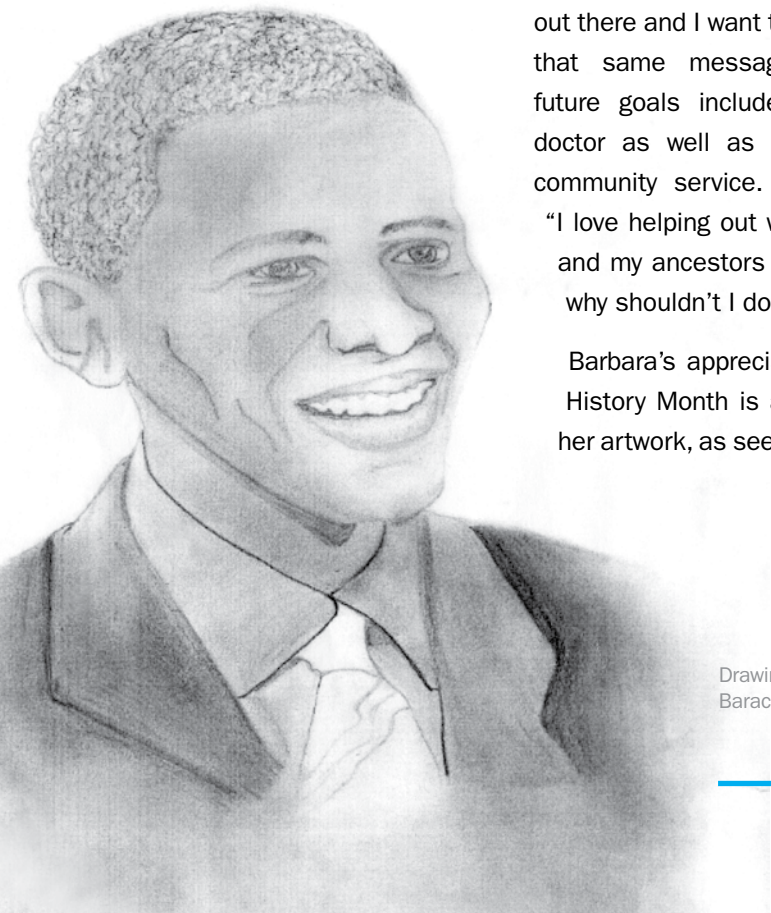


“ *Why shouldn't I do my part?* ”

Barbara likes to uphold the meaning of Black History Month in everything she does. By volunteering in the school library, she provides assistance to 1,100 students and 75 teachers and helps to efficiently organize the library systems and correct errors. Barbara's focus, strong work ethic and attention to detail allow her to model pride and self respect, impacting her school in a positive way.

To Barbara, Black History Month means “that I can achieve any goal out there and I want to teach others that same message.” Barbara's future goals include becoming a doctor as well as continuing her community service. She explains, “I love helping out whenever I can and my ancestors helped me, so why shouldn't I do my part?”

Barbara's appreciation for Black History Month is also evident in her artwork, as seen on this page.



Drawing of President Barack Obama by Barbara

Ruqayyah—Maryland

{ Howard County NAACP Youth Council }



Ruqayyah cites Black History Month as her motivation to volunteer in her community, “By organizing and participating in health fairs, educational forums and political events, I have learned that it takes a collective effort for any progressive change to become apparent. In my own small way, I help actualize the meaning of Black History Month.”

Ruqayyah participates in numerous activities sponsored by her local NAACP Youth Council, including voter and economic empowerment programs and serving as Council President and Vice President. She has also attended meetings of the MD State Conference Youth & College Division and served as its first Vice President. In July 2009, Ruqayyah served as a youth delegate to the NAACP 100th National Convention.

An outstanding role model for young people, Ruqayyah is truly an asset to her community.

“ *I help actualize the meaning of Black History Month.* ”

Elijah–Pennsylvania

{ YMCA Teen Achievers }

Elijah defines himself as a Gentleman Scholar. “My forefathers made it possible for me to attend school, own and use a computer. I enjoy helping others use their computer, be they young or old. I do this to thank my forefathers who fought for my rights and died so that I can live life as I choose.”

A Teen Achiever leader, Elijah was the first student to begin attending program design meetings normally attended only by adults. He also convinced their director to open student elections to sophomores and lobbied for healthier breakfasts in the program.

Elijah also serves as an ambassador for the Children’s Miracle Network, volunteers with the Helping Young People Program and mows lawns for elderly members of his community free of charge.



Nishan–Pennsylvania

{ YMCA Teen Achievers }



“ *Black History Month reminds me that with great effort comes great reward* ”

The leadership of Dr. Carter G. Woodson is what inspires Nishan to seek out ways to become more involved in her school and local community, “I started volunteering in middle school with the National Honor Society and recently served as the ambassador for HOBY (*Hugh O’Brian Youth Leadership*) and started a Red Cross Club at high school. “

Nishan’s nomination was based on her strong leadership skills. She served as Teen Achiever Vice President during the 2009–2010 program year, leading Saturday sessions, eliciting student input and serving in community projects. Nishan works to make the program the best it can be, and her volunteer work indicates her strong desire to better herself and her community.

Tre–Massachusetts

{ Roxbury Preparatory Charter School }



“ *Black History Month is a time of remembrance.* ”

When asked what Black History Month means to him, Tre explains, “Black History Month is a time of remembrance. To bring all those who fought, preached and remained steadfast to their convictions back into our hearts and minds.”

In addition to rigorous college preparatory classes, tutoring and teaching percussion after school, Tre expresses himself through the written word. His works include the poem, *Tea in a Coffee Mug*.

Tre is currently hard at work applying to colleges and universities across the east coast.

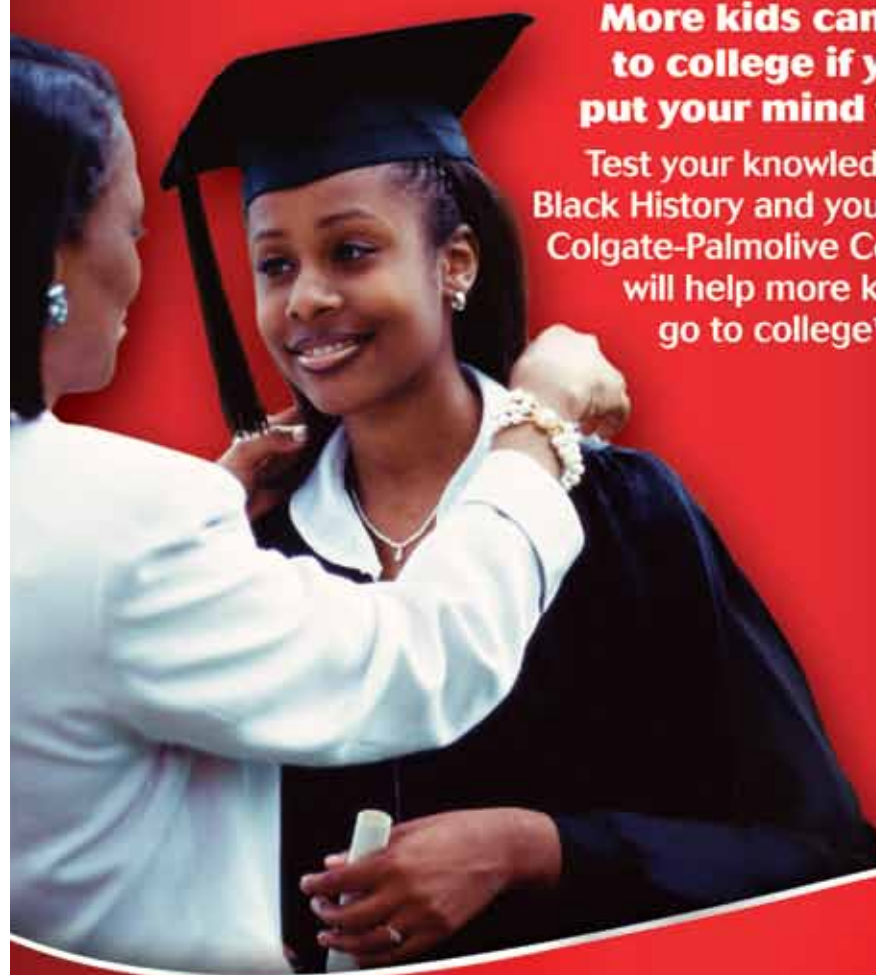
TEA IN A COFFEE MUG

*I roamed around
“Searching” for myself
Only to find the way of the world
Its cruel ways,
Angry eyes...
Conformity is the norm
Even though everyone in the “punk” group say
‘I’m just me’
The ongoing contradiction known as life
Has confused the idea of the individual
Cliques and titles...
Have taken over
Leaving me to roam,
To continue to live and to wonder
Why I am alone*



More kids can go to college if you put your mind to it.

Test your knowledge of Black History and you and the Colgate-Palmolive Company will help more kids go to college*.



During Black History Month we honor those who put their minds to making a difference. The Colgate-Palmolive Company joins the celebration by donating \$40,000 to the United Negro College Fund.

You can help increase the donation at **colgate.com/PutYourMindToIt**. Just take the Black History quiz and the Colgate-Palmolive Company will donate an additional 50¢**, so more kids can put their minds to work at college. Join us.



*No purchase required; purchases will not impact donation amount. **For every Black History quiz taken at www.colgate.com/PutYourMindToIt between January 30, 2011 and March 15, 2011, Colgate-Palmolive will donate an additional 50¢ (fifty cents) to the UNCF up to \$10,000.



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Additional information available on
Black History Month at StopAndShop.com