



Hillcrest Community Civic Association
 "Working together for a better community"
www.HillcrestDC.com

P.O. Box 30895, Washington, D.C. 20030-0895, phone 202-584-2703

The Hillcrest Newsletter

NOVEMBER 2012

The Art of the Pitch: Communications Workshop



WUSA TV9 Reporter
Delia Gonçalves



DCist Editor in Chief
Martin Austermuhle



The Washington Informer Publisher
Denise Rolark Barnes

Workshop will begin immediately following the HCCA vote, and will be finished by the time election results are ready.

The HCCA welcomes the community to "The Art of the Pitch," communications workshop. This is a conversation with a panel of journalists on how to pitch a story on the community, which can be aired, blogged about or reported and written. Having the ability to pitch a media story—shining the efforts of the community—requires specific skills and some knowledge about the behind-the-scenes activities in most media companies. The HCCA is pleased to welcome three different journalists in three different genres who are willing to share this insight on what each looks for when you approach him or her with a potential Hillcrest or Ward 7 story.

Delia Gonçalves is happy to be back in Washington, D.C., after first starting her career in the U.S. Senate Radio-TV Gallery in 1999. After her stint on Capitol Hill, Gonçalves worked at several stations in her native New England covering stories like the Station Nightclub fire in Rhode Island and the historic vote on gay marriage in Boston. Before joining the [9NEWS NOW](#) team in June 2010, she spent four years in Baltimore where she was named Baltimore's Best Reporter in 2009. She is passionate about reporting in the community and wants to hear from you. Gonçalves is a first generation Cape Verdean-American born in New Bedford, Mass. She now lives in Hillcrest with her husband and two daughters.

Martin Austermuhle, a senior editor at [DCist](#), Martin Austermuhle came to the District in 2002 for grad school, and after years and years of promising that he'd be moving elsewhere, decided that this is a pretty great place to be. Born in Switzerland but having grown up in Colombia, Mexico and Venezuela, Austeruhle attended Penn State University, where he majored in political science and protested a whole lot. He now occupies his time working with embassies on communications, racing road bikes with District Velocity Racing, blogging on local politics, and relentlessly complaining about the District's lack of voting representation. Though he spent his first five years here living on the east end of Capitol Hill, he's now proud resident of Mount Pleasant.

Denise Rolark Barnes is the publisher of [The Washington Informer](#), the award-winning community newspaper serving the African-American community in the Washington metropolitan area. Rolark Barnes is a graduate of Howard University where she received both a bachelor's in journalism and a law degree from the School of Law. After, she immediately joined the staff of The Washington Informer where she served as managing editor alongside her father, the late Dr. Calvin W. Rolark, who established the newspaper in 1964. Rolark Barnes became the publisher in 1994. She sponsors the local spelling bee (an arm of Scripps National Spelling Bee); she's the executive producer of The Washington Informer News on DCTV Channel 95 and 96; Let's Talk, a roundtable with local journalists who discuss District and regional affairs; and she hosts a monthly show on Radio One with Sheila Stewart focusing on local issues covered in the paper. Rolark Barnes lives in the District of Columbia with her husband, Lafayette Barnes. They have two sons.

INSIDE THIS ISSUE

2	The President's Message
3	Hillcrest Announcements
3	The Enlightened Environmentalist

HCCA ELECTION ON NOVEMBER 3

The HCCA Election for Board positions, for the next two years, will be Saturday, Nov. 3, 2012. Voting will take place by written ballot. Ballots will be distributed when members sign in. You must be a paid HCCA member to receive a ballot to vote. Ballots will be collected sometime between 10:30 and 11 a.m. to give the teller committee time to count the ballots and report back to the membership before the end of the meeting. Current candidates for election to specific offices/committee chairs are:

Continued on page 2

The President's Message

Dear Neighbors:

Let's keep it real. October has been a really busy month as I prepare for the elections on Nov. 3 and Nov. 6, 2012. Getting people out to vote has been the only thing on my mind for the past six weeks; so I want to remind all my neighbors of the importance of their vote and encourage all of you to get out and cast your ballots.

The Hillcrest Community Civic Association's election for your Board of Directors who will serve from January 2013 to December 2014 will be held Saturday, Nov. 3, 2012. This board will lead the association through the next two years, which will be a critical time for our community as Skyland development begins. Only members whose dues are up to date can vote, but we will be accepting payments on Nov. 3.

Hope to see you all on the third at the HCCA meeting and on the sixth at the polls.

PLEASE REMEMBER TO EXERCISE YOUR RIGHT TO VOTE. VOTING IS NOT ONLY A RIGHT BUT ALSO A PRIVILEGE



in a healthy/clean environment, and grow socially by interacting with kids of all races and backgrounds.

Kenneth Burke (for Parliamentarian)

I am the Pastor Emeritus of the Washington Heights Baptist Church. I have lived in Hillcrest since 1996. A portion of one course I took in college was devoted to parliamentary law. I served as Secretary/Parliamentarian of the Oxon Hill Volunteer Fire Dept. for approximately 20 years. My goal is to help the public respect our organization for its fairness and openness.

Monica Holman Evans (for Treasurer)

Monica Holman Evans has been the treasurer of the Hillcrest Community Civic Association since 2005. She is the director of Grants Management with the U.S. Election Assistance Commission, a licensed attorney and a certified personal image consultant. Since 2006, Monica has served on the board of Nexus Health, the parent company for Fort Washington Hospital and the Carolyn Boone Lewis Health Care Center. She is currently the treasurer of Nexus Health. She has always worked for organizations that help others. Monica is committed to the needs of Hillcrest and continuing her service as treasurer.

Phillip J. Hammond (for Chair, Membership Committee)

Phil Hammond has been a resident of Hillcrest for more than 40 years. He and his wife have been members of the HCCA since its inception. Phil served as chair of the Environmental Committee in earlier years; and, continues to serve as a member and coordinator of HCCA's community wide clean-ups. He agreed to chair the Membership Committee, because he recognized that an active, vibrant and committed membership is the backbone of a thriving community. As Membership Chair, Phil's goal is to reach out to paid, as well as unpaid, members to encourage them to become involved and to reclaim and protect their investment and their community.

Deborah D. Johnson (for Secretary)

Deborah Johnson is an experienced project manager, team leader and researcher. She served as Assistant Director for the Office of

OFFICERS:	CANDIDATES as of 10/16
PRESIDENT	KAREN WILLIAMS
FIRST VICE PRESIDENT	MICHELLE PHIPPS-EVANS
SECOND VICE PRESIDENT	BOYLE STUCKEY
SECRETARY	DEBORAH JOHNSON
TREASURER	MONICA HOLMAN EVANS
PARLIAMENTARIAN	KENNETH BURKE
CHAPLAIN	FRANK ANDERSON
COMMITTEE CHAIRS:	CANDIDATES as of 10/16
COMMUNICATIONS (produces newsletter)*	No Candidate*
EDUCATION AND RECREATION	DE'ANDRE ANDERSON
ENVIRONMENTAL AND BEAUTIFICATION	MARY ROSS
FUNDRAISING	SHEILA BROWN
MEMBERSHIP	PHILLIP HAMMOND
PUBLIC SAFETY AND EMERGENCY PREPAREDNESS	DAVID KIRKPATRICK
STREETS, TRAFFIC, AND TRANSPORTATION	MARK JOHNSON
*There is still time to nominate yourself or someone else, before or at the Nov. 3 meeting. Contact Linda Jackson @ JACKSONLM@AOL.COM or 202-584-3612	
HCCA NEEDS YOU!	

Candidate Information (in alphabetical order by last name)

Every candidate for election to the HCCA Board was given the opportunity to submit a brief description of background and a vision for the HCCA/Office/Committee. Many of those up for election are incumbents, well known by the membership. Please see below, the information that was submitted.

De'Andre Anderson (for Chair, Education and Recreation Committee)

De'Andre Anderson has lived in Washington, D.C., since 1999 and currently works as a clerk in Congress. He has been married to Lemlem Anderson since 2009, and has recently moved to Hillcrest. His vision for the Education and Recreation Committee is to: 1) make sure all school administrators in the Hillcrest area continue to have a valuable relationship with the HCCA to help address any needs the schools want to address; 2) develop an ongoing mentoring program between the schools and local community to assist students that need additional academic help; 3) develop a scholarship program for students, who meet the criteria and live in the Hillcrest area; 4) help make Ward 7 kids the highest-rated students in Washington, D.C., by helping to secure the best materials/technology needed for the classroom; and 5) make sure that our recreational facilities are among the best in the city by allowing our kids to play



THE ENLIGHTENED ENVIRONMENTALIST



What to do About Fall Leaves

We are starting to see the early stages of the fall and hopefully preparing for the coming winter. Though it's a custom to rake up all our leaves, place them in garbage bags and have them picked up by the Department of Public Works, consider leaving them on the ground or perhaps using them for compost. Leaves falling around the base of a tree are nature's attempt to naturally mulch our plants. A tree's roots tend to be close to the surface of the ground and just like our own limbs and fingers, subject to the cold and frostbite if not covered. The leaves cover will keep the roots warm over the cold months and slowly decompose, returning all the nutrients stored in their cellulose back to the soil. If you think about it, nature works in a systematic manner and seldom created waste. No one rakes the leaves in the forest and they seem to do okay.

Where we see leaves as "litter," another form of trash (and we even call it that) nature is making an effort to keep things in balance. A couple of alternatives would be to collect the leaves, shred them, and use the ground up leaves as mulch around the garden or let them break down as part of a compost pile. Both of these suggestions can save you money as well. So my advice as an "enlightened environmentalist" is to leave your leaves where they fall.

Before I leave you, we are all aware that the Thanksgiving holiday is soon approaching. As you gather your family and friends together, or even if you find yourself alone on that day, take a moment to give thanks for all the bounty of nature that we so often take for granted. Be thankful for the clouds in the sky, the rain that falls, the insects that pollinate our gardens, the plants that grow, and the food on your table. Everything is connected to one another and we just need to slow down for a moment and notice. Winter is nature's way of doing that. So as you begin to prepare for Thanksgiving Day on Nov. 22, be reminded that we should be thankful every day all year around.

HCCA Environmental Committee

Elections. Continued from page 2

Transportation Analysis at the Bureau of Transportation Statistics (BTS) for the Research and Innovative Technology Administration of the Department of Transportation and at the time of retirement was serving as BTS' Acting Deputy Director. A researcher, writer and speaker, Deborah has a love of the written word. She writes poetry, prose and enjoys writing opinion pieces on issues of the day. Her vision for the HCCA continues to be that this organization will serve as a catalyst for the community to ensure safety, quality education and service for all residents.

Mark D. Johnson (for Chair, Streets, Traffic and Transportation Committee)

Mark D Johnson is a retired Air Traffic Control Supervisor, former chair of the HCCA recreation committee, 28-year resident of Hillcrest, raised in southeast, attended Anne Beers, Kramer JHS, Anacostia SHS and the Washington Technical Institute. Mark's vision for HCCA is to ensure and maintain the exceptional quality of life we deserve and expect in Hillcrest.

Michelle Phipps-Evans (for First Vice President)

Michelle Phipps-Evans, who moved into Hillcrest in 2004 with her family, recently wrapped up her term as the HCCA newsletter editor since 2007. Michelle, a professional communicator, has a master's degree in journalism and wants to use other strengths to continue serving her community. She is humbled to accept the nomination by another HCCA member to stand up for the community as the First Vice President. Michelle's vision is to work toward making Hillcrest a more inclusive community, and to work with the board to advocate on behalf of all Hillcrest families, and by extension, the residents of Ward 7.

Hillcrest Announcements

November Park Tour

The pleasure of your company is requested to accompany your neighbors on a tour to the U.S. Botanic Gardens at 100 Maryland Ave., SW, on Saturday, Nov. 17, 2012. We will meet in the parking lot of East Washington Heights Baptist Church at 11 a.m., and we will travel to the Botanic Gardens on the lovely Number 36 Metro Bus. We look forward to your company.

- The HCCA Environmental Committee

CALENDAR OF EVENTS

HILLCREST COMMUNITY CIVIC ASSOCIATION MEETING

PLACE: HILLCREST RECREATION CENTER, 32ND & DENVER ST. SE
TIME: SATURDAY, NOV. 3, FROM 10 A.M. TO NOON

FRIENDS OF FRANCIS A. GREGORY LIBRARY MEETING

PLACE: FRANCIS GREGORY LIBRARY, 3660 ALABAMA AVE., SE
TIME: MONDAY, NOV. 5, 7 P.M.

ANC 7B MONTHLY MEETING

PLACE: RYLAND METHODIST CHURCH, 3200 S ST., SE
TIME: THURSDAY, NOV. 15, 7 P.M.-9 P.M.

PSA 606 POLICE COMMUNITY MEETING

PLACE: EAST WASHINGTON HEIGHTS BAPTIST CHURCH, 2220 BRANCH AVE., SE
TIME: WEDNESDAY, NOV. 21, 6 P.M. TO 7 P.M.

Got Ideas????

Please email any ideas or articles for the newsletter by the 15th of the month to the editor, Michelle Phipps-Evans, at hillcrestdc_newsletter@yahoo.com.

Or follow on Twitter @HillcrestWard7 or write it on the Facebook wall, All Over Hillcrest.

Visit the website at www.hillcrestdc.com
Join the conversation on the listserv at
HillcrestDC@vahoogroups.com

HAVE YOU PAID YOUR DUES FOR 2012? *Your paid-through Date is on the mailing label of this news-letter. If it is earlier than 2012, please send your payment now. The cost is \$12/year.*

Name: _____ Date: _____
Address: _____
Phone: _____ Amount: _____
E-Mail: _____ Cash Check



Hillcrest Community Civic Association

Hillcrest Community Civic Association
P.O. Box 30895
Washington, D.C. 20030-0895

The HCCA Newsletter

A publication by the Hillcrest Community Civic Association

The Hillcrest Community Civic Association promotes the welfare of our neighborhood. Our purpose is simple--to voice our concerns to government officials, businesses, and residents to ensure the best possible living environment in the Ward 7 neighborhood of Hillcrest.

HCCA Board

Karen Williams, President
Kathy Chamberlain, 1st VP
Boyle Stuckey, 2nd VP
Yvonne Dupree, Record. Secretary
Monica Evans, Treasurer
Kenneth Burke, Parliamentarian
John Hawkins, Chaplain
Mary Ross, Chair, Environmental
Philip Hammond, Chair, Membership
David Kirkpatrick, Chair, Public Safety
Michelle P. Evans, Chair, Communications
Veronica Davis, Chair, Street, Traffic, Transportation
Sheila Brown, Chair, Fundraising
Yvonne Burke, Chair, Hospitality
Vacant, Recreation and Education