



POSITIVE-INSPIRATIONAL-EDUCATIONAL

GOTCHA! *Would You Like to Round that Up? - p. 11*

FREE



Iconic ROSA PARKS Honored - p. 10

Friday
December 12, 2025
Vol. 12, No. 15
ValleyWeeklyllc.com



SALUTE!
Rosetta James Foundation
ELDER OF THE WEEK



Mrs. Linda Spalla

"Man is condemned to be free; because once thrown into the world, he is responsible for everything he does." — Jean-Paul Sartre



HOLIDAY SOCIAL: Members of the Huntsville Progressive Alumni Chapter of the Alabama A&M University Alumni Association, Inc., recently held their annual Holiday Social activity at the Hidden Creek Clubhouse located in west Huntsville. The chapter is led by President Allen Malone (2nd, left rear). Malone informed the attendees of the tremendous growth and progress currently underway on the AAMU campus, underscoring "how great it is to be a Bulldog." Members were also encouraged to reach out to other Normalites to bring them into the chapter to bring about strength in numbers. Following the brief remarks by Malone, members engaged in cheerful fellowship, enjoyed delicious food coordinated by fellow members, posed for group and individual photographs, and enjoyed holiday music. See additional photos in our **Dec. 19** issue! (Photo by J. Saintjones)

Local HBCUs Participate in AI-Access Consortium

Drake State Community & Technical College is participating in the AWS-Machine Learning University Educators Consortium and Transformation Alliance. The college is one of 14 historically Black institutions collaborating to expand access to artificial intelligence (AI) and machine learning education across Alabama. The meeting culminated in the formation of the Alliance for AI and



Machine Learning, a groundbreaking initiative co-led by Dr. Calvin Briggs of the Southern STEM Center and Dr. Majed Dweik of Alabama A&M University.

This new alliance will serve as a catalyst for integrating AI across educational institutions and strengthening

the state's talent pipeline.

"Industry-aligned AI and machine learning teaching and research are essential to preparing the workforce of the future and ensuring that innovation benefits everyone," said Margie Vela, Senior Program Manager-Machine Learning University, AWS.

"We're proud to support our education partners across the Southern Region as they lead the way in advancing inclusive innovation that connects learning, research, and real-world impact."

This effort marks a significant step toward cultivating a tech industry that is more representative of the communities it serves, while positioning Alabama as an emerging hub for machine learning education and innovation.



GRAND OPENING! Larry and Kim Lewis, new owners of the re-opened McAlister's Deli at 1480 Perimeter Parkway NW in Huntsville, Ala., recently welcomed a throng of delighted and hungry customers on Monday, December 8, at 10:30 a.m. Customers were welcomed with a series of coupons and freebies and an expansive menu that provided such selections as McAlister's famous sandwiches, salads, soups, and spuds, as well as kid's meals, desserts and group options. (Photos by J. Saintjones)



The Valley Weekly
INSIDE THIS ISSUE!

Letter from the Editor, Page 3
Preston Brown's "Spiritual Game Plan," Page 4
Gloria B. & Tim: Perspectives, Page 5
"Jahni" Moore's PowerShots, Page 6
Honoring Our Elders, Page 7
Sunday Lectionary, Page 9

Drake, Huntsville Hospital Announce Collaborative RN Launch Program



Following the success of the landmark LPN Launch Program collaboration between Drake State Community and Technical College and Huntsville Hospital, both institutions proudly announced the new RN Launch Program with the signing of a Memorandum of Understanding held yesterday. The signing event took place Monday, December 1, 2025, from 4:00 p.m. to 5:00 p.m. in the Nursing Classroom on Drake State's Cochran Road Campus.

The LPN Launch Program has demonstrated strong outcomes, with Drake State receiving the Mark Ivester Innovation Award from the Community Colleges of Appalachia and many institutions across Alabama and be-

yond adopting the model for their own programs. The program has also delivered impressive student results: the last two classes of the PN Nursing program (December 2024 and May 2025) achieved a 100% pass rate on the NCLEX, while Drake State's RN program has maintained an 86% NCLEX pass rate. The new RN Launch Program serves as a natural progression,

allowing students currently enrolled in the LPN program to continue their studies toward earning an RN license.

The RN Launch Program gives students access to a stronger, more affordable, and more supportive academic pathway. Through the initiative, students will benefit from a streamlined transition from LPN to RN train-

ing, increased exposure to hospital-based clinical experience, and closer mentorship from nursing professionals. The strengthened alignment between academic coursework and hands-on training reduces barriers to degree completion and enhances students' preparation as they move directly into advanced nursing roles.

"Our partnership with Huntsville Hospital continues to strengthen the region's healthcare workforce, and the RN Launch Program is a powerful next step," said Dr. Patricia Sims, president of Drake State Community & Technical College (top left). "By expanding opportunities for our nursing students, we are ensuring they have clear, affordable, and acces-

sible pathways to advance their careers while meeting a critical community need."

"We're excited to expand our partnership with Drake State with the RN Launch program. This initiative will mirror our highly successful LPN Launch program which has had great results for our hospital and for Drake. Both of our organizations share a strong commitment to workforce development for our growing region," said Tracy Doughty, president & COO of Huntsville Hospital.

"It makes so much sense, as the RN program is a one-plus-one program whereby the first three semesters prepare the students for an LPN license. The students can now opt to stop out as LPNs or continue their training for

another two semesters and get their RN license," said Dr. Alice Raymond, Drake State's Health Sciences chair.

With the current nursing shortage in Alabama, the RN Launch Program provides a strengthened workforce pipeline that will support employment opportunities for students and positively impact the region's healthcare community.

Students interested in joining the inaugural RN Launch cohort may apply for Fall 2026 enrollment, with additional program details and admissions information available through Drake State's Health Sciences website.

- Richard Davis

Parks & Rec: Big Spring Jingle Set for December

Sleigh bells are ringing and the Parks & Recreation department has it on good authority that Santa is making his way to Huntsville for the third annual Big Spring Jingle.

On Friday, Dec. 19, from 4-8 p.m., Big Spring Park in downtown Huntsville will transform into a winter wonderland for all to enjoy. Huntsville Parks & Recreation is excited to host residents and visitors alike for a night of holiday magic.

Rock the night away with a DJ dance party, warm up with a snack and hot cocoa from local food vendors and more.

Kids can enjoy creating a craft that could serve as a perfect homemade gift or memento and collecting a light-up prize. Santa will bring flurries from the North Pole and is excited to visit and take photos with all his friends.

Thanks to Huntsville Downtown, Inc. and the

Huntsville Museum of Art, attendees can also stroll through the Tinsel Trail and have some fun at Skating in the Park.

"The holidays are a busy time of year," said Huntsville Parks & Recreation Director James Gossett. "Parks & Recreation is proud to host this event as an opportunity to slow down and really enjoy the season."

- huntsvilleal.gov

HMBCC to Hold Christmas Reception

The Huntsville Metro Black Chamber of Commerce will hold its Christmas Reception on December 16, from 7-10 p.m. at the Bob Harrison Center, 6156 Pulaski Pike, Huntsville, Ala. Members, \$40; Guests, \$50. For tickets, visit <https://HMBCCXMAS25.eventbrite.com>.



Council Meetings

Huntsville City Council's regular meetings are held on the 1st floor of the Municipal Building.

The meetings are held on the 2nd and 4th Thursday of each month at 5:30 p.m.

UAH Shares Latest Edition of Online Magazine

Published four times a year, *UAH Magazine* brings together its academic accomplishments, innovative research projects, its extracurricular organizations, as well as alumni news into one engaging source for all things UAH.

The fall 2025 edition is now available online.

The new issue includes stories on the College of Education, Sport and Human Sciences; the "missing baryon mystery"; the AI-enhanced SMART center; partner-



ships with Keel Point and SAIC; and displays UAH's new license plate, fueling much Charger pride and needed scholarships.

Visit www.uah.edu/magazine.

Publisher
The Valley Weekly, LLC

Editor-in-Chief
Dorothy W. Huston, Ph.D.

**Editorial Consultant/
Senior Editor**
Jerome Saintjones, Ed.S.

Editorial Assistant
Linda Burruss

Advertising Associate
Morgan Saintjones

- Contributing Editors -
tim allston
Minister Preston Brown
Gloria B. Caldwell
Ron Hamm
Gary T. Whitley, Jr.
-and-
“Aunt Irma” (ChatGPT support)

Photographers
Anthony “Gip” Gibson
Jerome Saintjones

Website Administrator
Calvin Farier

Mailing Address:
The Valley Weekly
P. O. Box 893 - Huntsville, AL 35804
(256) 651-9028
www.valleyweeklyllc.com
Copyright 2025

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 published do not necessarily reflect the views of The Valley Weekly, LLC.

Submissions to TVW do not necessarily reflect the beliefs of the editorial staff, and TVW is not responsible for the authenticity of submissions. We use A.I. tools occasionally to support tasks such as transcription, research, or draft refinement. All final reporting and editorial decisions are made by our newsroom staff



The Valley Weekly		
Ad Rates Single Issue		
Back Cover	10x10-inches	\$1,500
Full Page	10x10 inches	\$1,200
3/4 Page	7.5x10 inches	\$900
Half Page	Horizontal	\$600
	5x10 inches	
Fourth Page	Vertical	\$600
	10x5 inches	
Fourth Page	5x5 inches	\$300
Eighth Page	2.5x5 inches	\$150
Sixteenth Page	2.5x2.5	\$75
Classified	1 col.x1 inch	\$100/Flat Fee

When Women Worship: A Night that Lit the Path Forward

AWARD RECIPIENTS: Tonya Jackson-Osborne, Dr. Dorothy Downing and Elizabeth Sledge

What an inspiring moment for our city! Visionary founder Latoya Osborne ushered in something truly powerful with the official launch of IncubatHER and its debut event, “When Women Worship: A Night of Worship for Women, by Women,” hosted at the historic St. Bartley P.B. Church. The night radiated purpose, solidarity, and the unmistakable energy that rises when women step fully into the spaces God has called them to occupy.

IncubatHER, Osborne’s new ministry initiative, is designed to do far more than host events — it seeks to cultivate women, equip them, and embolden them to walk boldly in their callings. And on this night, we witnessed exactly what that mission looks like in motion.



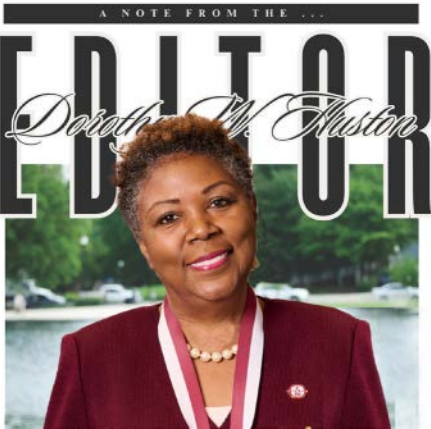
Three extraordinary women were recognized with the inaugural TrailBlazHER Awards, an honor celebrating those who have not only done the work, but cleared the path for generations of women who will follow. Their legacies speak loudly: leadership is not simply about where one stands, but who one lifts along the way.

Minister Andrea Crayton delivered a dynamic message as the evening’s guest speaker. Her words echoed a truth too often overlooked — that women in ministry are not waiting for doors to open. They are building doors. They are removing walls. They are creating the opportunities that once seemed out of reach.

The worship experience itself soared. The phenomenal Dr. Dorothy Ann Downing Women’s Choir filled the sanctuary with a sound that was both reverent and electric. Comprised of some of Huntsville’s trailblazing women — including Vanessa Downing Henderson, Dr. Janet Kotey, and Evangelist Vetra Slack Ruffin — the choir reminded us all that when women come together in unity, something sacred happens.

Through IncubatHER and transformational gatherings like When Women Worship, the vision is beautifully clear: ignite purpose, cultivate community, and create sacred spaces where women can be strengthened, celebrated, and released to do God’s work with courage and confidence.

And if this launch is any indication, the movement has only just begun. Until next week ...



Dorothy

DECEMBER 12 - DIONNE WARWICK - Dionne Warwick is an American singer, actress, and television show host who became a United Nations Global Ambassador for the Food and Agriculture Organization and a United States Ambassador of Health. Warwick was signed to Bacharach’s and David’s production company, according to Warwick. The partnership provided Bacharach with the freedom to produce Warwick without the control of recording company executives and company A&R men. Warwick’s musical ability and education would also allow Bacharach to compose more challenging tunes. Warwick ranks among the 40 biggest hit makers of the entire rock era, based on the Billboard Hot 100 Pop Singles Charts. She is second only to Aretha Franklin as the most-charted female vocalist of all time.

- Blackcelebritybirthdays.org





NELMS MEMORIAL FUNERAL HOME

2501 Carmichael Avenue NW - Huntsville, AL 35816
www.nelmsmemorial.net - (256) 539-8189

Funeral services for **MISS UMEKA LORETTA BEASLEY** (b. 1994) and **MRS. ROSIE M. TAYLOR** (b. 1931) will be announced at a later date.

Funeral service for **MR. ELLIS M. HAMBRICK** (b. 1953) was Tuesday, December 9, at Hopewell Missionary Baptist Church with Pastor Larry Davidson, Jr., officiating.

Funeral service for **MRS. GLORIA RAGLAND** (b. 1965) was Saturday, December 6, at Moses Chapel Primitive Baptist Church with Pastor Joe Hereford officiating.

Funeral service for **MRS. MARILYN RUSSELL WARREN** (b. 1954) was Saturday, December 6, at Union Chapel Missionary Baptist Church with Pastor O. Wendell Davis officiating.

Celebration of Life for **MR. MICHAEL HUMPHREY** (b. 1955) was Sunday, November 23, at New Life Seventh-Day Adventist Church with Pastor Nelson Stokes officiating.

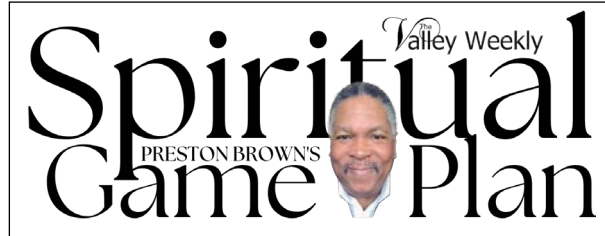
Funeral service for **MR. RAYANTHA HORTON** (b. 1958) was Saturday, November 22, at Nelms Memorial Funeral Home Chapel with Pastor Waymon Moore officiating.

Funeral service for **MR. JAYLAN TRAVON "POOH BEAR" WATKINS** (b. 1999) was Saturday, November 22, at Nelms Memorial Funeral Home Chapel with Minister Ricky Leslie eulogist.

Funeral service for **MR. JUSTIN MARLO DAVIS** (b. 2000) was Saturday, November 22, at Springhill Church with Pastor Ricky Morland officiating.

Funeral service for **REV. CHARLES W. POWELL SR.** (b. 1946) was Saturday, November 22, at Union Hill Primitive Baptist Church with Pastor Oscar L. Montgomery, officiating.

Funeral service for **MR. JOHN F. RICE** (b. 1949) was Saturday, November 15, at Big Shiloh Primitive Baptist Church with Pastor Jeffrey Jefferson officiating.



Today's Spiritual Game Plan: "Learning to Survive"

In Genesis 50:20, Joseph tells his brothers, "You intended to harm me, but God intended it for good to accomplish what is now being done, the saving of many lives."

When we look at this scripture, we need to understand that when we survive certain things in our lives, it's not just for us. Sometimes it can be for other people, as well. Twenty years ago, I survived cancer. Because of that, I was able to be a blessing to others through my ministry as well as my relationships.

I believe that God not only wants to do things for us, He wants to do things through us, as well. When we look at the life of Joseph, we can see that he knew a thing or two about survival. Remember that he had to survive being sold into slavery, being falsely accused of being with Potiphar's wife, and being thrown into prison. Do you know what? He survived prison as well. His road to success was not easy. We all need to remember that success does not always come in a straight line. There will be setbacks along the way.

Sometimes we can't

see what God has for our lives until we start experiencing life. The best instruction that we will ever receive will come from actual life experiences. There will be failures along the way. However, the good news is, we are all *wired* for survival. Joseph was wired for survival and he teaches all of us a great lesson about perseverance.

Whatever it is that you

really want out of life, you will have to learn how to survive the trials and the tests that try to keep you from what God wants you to do. Because there will be times when you don't see any progress, but you still have to press on and survive.

There may be times where you feel that what you are doing is insignificant. You have to press on and survive. The enemy will also try to intimidate you with thoughts that you are not good enough, but remember anything that the enemy tells you is a lie. You have to press on and survive those attacks. Finally, I pray that

God gives you the insight to realize that trials come to make you more aware not angry, stronger not weaker, and better not bitter.

May God grant you spiritual success in learning how to survive the trials that come in your life.

Question: What can you do to help yourself become stronger, wiser and better after a misfortune?

Stay encouraged, my brothers and sisters, and make sure you purchase a copy of my books, *Spiritual Game Plans For A Successful Life* and *A Champion Game Plan for Life*, at amazon.com.

NOTICE OF PUBLIC HEARING HUNTSVILLE HOUSING AUTHORITY (HHA)

HHA will hold a Virtual Public Hearing on **Thursday, December 11, 2025** at 6:00 p.m. to receive input for the **FY2026-2030 Capital Fund Program (CFP), the FY2026 Annual Plan, Administrative Plan, Capital Fund Budget and the Admissions and Continued Occupancy Policy (ACOP)**. The listed plans are in accordance with the Quality Housing Act of 1998. Draft plans can be viewed on HHA's website (www.hsvha.org) and at the following location: HHA's Administrative Office, 200 Washington St., Huntsville, AL 35801.

Submit comments to **Turkessa Coleman Lacey**, Huntsville Housing Authority, 200 Washington St., Huntsville, AL 35801 or tcoleman@hsvha.org. Deadline for comments is **January 25, 2026**. For more information regarding this public notice or to request special accommodations, please call (256) 532-5623. Hearing or speech impaired residents are encouraged to use the TDD line at 1-800-545-1833, ext. 903 for requests. To connect to the Public Hearing on **Thursday, December 11, 2025**, at 6:00 p.m., please use the following link:

<https://hsvha.org/event/notice-of-public-hearing/>



Millennial Moment

by Gloria B. Caldwell

Strength ...

Strength ...

Where do you pull it from when you feel you have nothing else to give? You're tapped out. Mentally and physically, gone. (That *mental* can sure tear that *physical* down quickly) So, in this time of despair, where do you get your strength?

It is easy to talk about it, but when you want to lie there. You don't want to think about anything, move, open your eyes, or go anywhere; you just want to be ... how do you break out of this before your circumstance changes?

You have GOT to do something! I know you don't want to, but the first step is all it takes. No one else is respon-



sible for getting you up and out of this funk. Read, watch something funny, drive, go somewhere you haven't been, dress up, smile, dance, workout ... move. You cannot lay there. You are wasting time and your life.

Trouble can't always last. It just cannot. Think back on when you felt it would last before.

It ended! Grab your strength with a shift of mindset. It is not the end until it is the end, and if it's not going to matter five years from now, don't allow it to take the strength you have. Take it back!!!

You can do it; think back; you're a warrior; you've done it before! Grab your strength, and *let's go!*

"Thou Shalt Have No Other Gods (Exodus 20:3)" — Not Even Leadership Giants!

November's 2nd annual Vision & Dreamers Conference at Oakwood University Church featured leadership experts and, yes, my role model, Reverend Dr. John C. Maxwell.

I'd even gone so far as to pay an extra fee to attend the VIP reception, for a grip-and-grin photo with him - but none of that happened at all.

Due to the federal government shutdown and the FAA cancellation of many flights, Maxwell didn't make it, and I was even a bit angry. I'd wanted so much to meet my exemplar of the past 35 years - even flirted with bringing my stack of Maxwell books for him to autograph.



However, praise God, . . .

Through prayer, God revealed to me something very important, life-saving, and ministry-enhancing:

*"I didn't remove Maxwell from you —
I removed you from the temptation to make Maxwell
your model instead of your ministry."*

It was for me, *if for no one else*, that God allowed John Maxwell not to show. To strengthen and build my own Maxwell-like leadership ministry and enterprise versus parroting his.

I'm currently reading through the Pentateuch of the Old Testament, the Mosaic books, where in preparing the Children of Israel to graduate into the Promised Land, God kept emphasizing and re-emphasizing his first Commandment, "Thou shalt have no other gods before me."

As I began to read it and to prepare to lead-facilitate our November 29th Bible study class, it hit me that I was about to make John Maxwell a god. And God spared me and him from becoming a groupie.

Then God continued:

- 2) "This Was Not a Missed Meeting — It Was a Divine Intervention."
 - 3) "You were spared an idolatry you didn't know was forming. And you were re-centered on the calling you DID know was forming."
 - 4) "Your 'Maxwell Moment' Revealed the Core Truth of Your Emerging Brand."
 - 5) Your Ministry Is No Longer Being Built — It Is Being Revealed.
- ... and finally, the knockout punch,
- 6) God withholds what you want to reveal what you worship.

BONUS, God's Final Reflection:

- 7) Tim, this was not about Maxwell at all. God used Maxwell's absence to send you a very specific message: "Do not build your ministry on borrowed blueprints. I am giving you your own architecture."

"You are not becoming 'Maxwell 2.0.' You are becoming 'Tim, the uniquely anointed, authentically crafted, ego-holism-recovering leadership strategist."

Drop the mic, y'all.



Tim Allston

Leadership Player-Coach and Four-time Amazon Best-Selling Author

"Leading from the Middle"
(256) 212-0949

<https://bit.ly/4aB9Lwm>, <https://bit.ly/4cYZyuz>

Email Address: leadingfromthemiddle.tim@gmail.com

Website: www.timallston.com

thrivent

A personalized financial approach
based on your Christian values



Craig E Satterfeal
Financial Consultant
craig.satterfeal@thrivent.com
connect.thrivent.com/craig-satterfeal
256-883-5509

Advice | Investments | Insurance | Banking | Generosity

Insurance products, securities and investment advisory services are provided by appropriately appointed and licensed financial advisors and professionals. Only individuals who are financial advisors are credentialed to provide investment advisory services. Visit Thrivent.com or FINRA's BrokerCheck for more information about our financial advisors.

27193 R4-24

The Valley Weekly

VALLEY EVENTS

HAPPENINGS, ACTIVITIES & MORE!

December 11
"Wheel of Fortune"
Mars Music Hall
Von Braun Center
Huntsville, Ala.
7:30 p.m.

December 13
Jeff Dunham
Propst Arena
Von Braun Center
Huntsville, Ala. - 5 p.m.

January 16-17
Harry Potter and the Prisoner of Azkaban
Mark C. Smith Concert Hall
Von Braun Center
Huntsville, Ala.
7 p.m.

January 25
Fantasia with Anthony Hamilton
Propst Arena
Von Braun Center
Huntsville, Ala.
8 p.m.

January 27-February 1
The Sound of Music
Mark C. Smith Concert Hall
Von Braun Center
Huntsville, Ala.
7 p.m.

February 1
Harlem Globetrotters
Propst Arena
Von Braun Center
Huntsville, Ala.
3 p.m.

February 6
Diana Krall

Mark C. Smith Concert Hall
Von Braun Center
Huntsville, Ala. - 7:30 p.m.

February 22
Heart
Propst Arena
Von Braun Center
Huntsville, Ala. - 7 p.m.

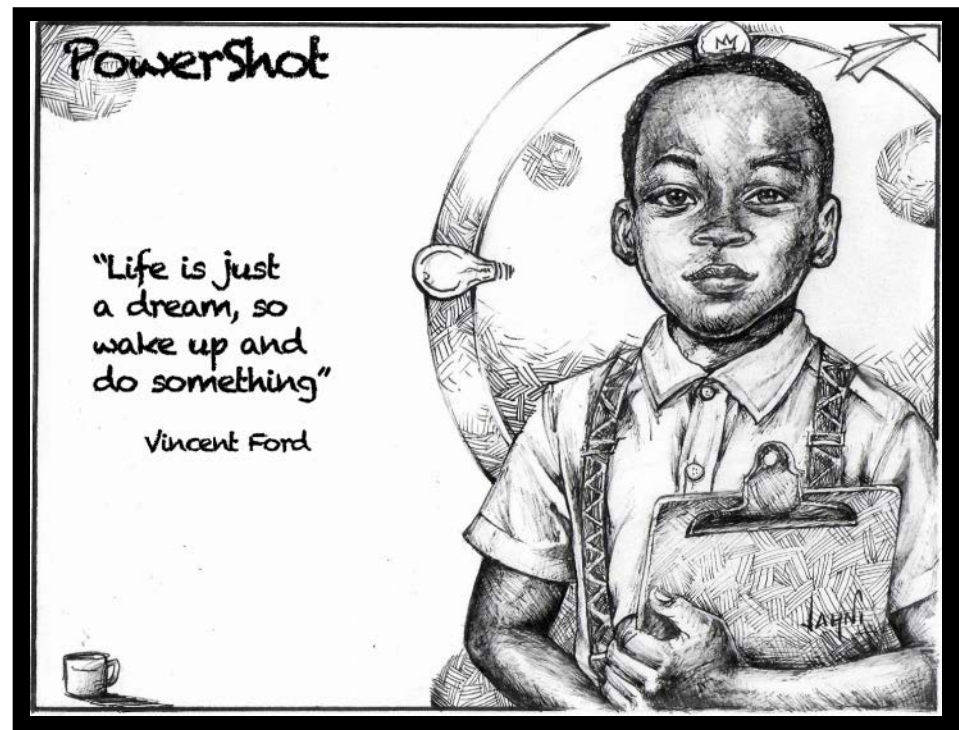
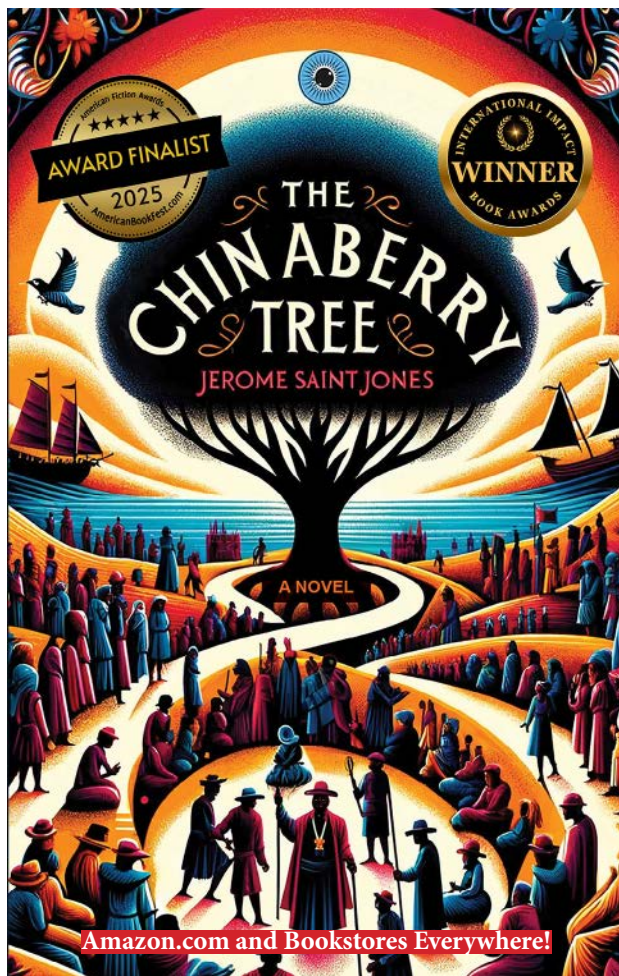
February 28-March 1
Disney on Ice
Propst Arena
Von Braun Center
Huntsville, Ala.

March 5
KC and The Sunshine Band
Mark C. Smith Concert Hall/Von Braun Center
Huntsville, Ala. - 7:30 p.m.

March 27-29
The 6th Annual Women's Expo Conference
The Westin Hotel
Huntsville, Ala.
www.thewomensexpohsv.com

April 10
The R&B Lovers Tour
Featuring Keith Sweat, Joe, Dru Hill and Ginuwine
Propst Arena
Von Braun Center
Huntsville, Ala. - 8 p.m.

April 17
Concert
Rod Stewart
"One Last Time"
(with Special Guest Howard Jones)-RodStewart.com
The Orion Amphitheater
Huntsville, Ala.



Imagine Your Invention

Mechatronics



Apply Now

drakestate.edu



MARTINSON & BEASON, PC

ATTORNEYS AT LAW SINCE 1937

**Dedicated To You.
Delivering Results.**

Personal Injury | Auto Accidents | Probate & Estate Administration
Corporate Law | Real Estate Law | Divorce | Criminal Law

Contact Us

Phone: 256-533-1667

Fax: 256-533-1696

info@martinsonandbeason.com

www.martinsonandbeason.com

facebook.com/martinsonandbeason



No representation is made that the quality of the legal services to be performed is greater than the quality of legal services performed by other lawyers.

*"Not everything that is faced can be changed,
but nothing can be changed until it is faced."*

— James Baldwin



Rosetta James Foundation "Spotlight on Our Elders" ... Featuring

Mrs. Linda Spalla

Born and raised in Alabama, Ms. Linda Spalla is a Magna Cum Laude secondary education graduate of Jacksonville State University who taught high school English in Atlanta for three years. She moved to Huntsville in 1971, divorced and began her employment with WHNT-TV 19, where she worked her way up the ladder from sales secretary to President and General Manager of the CBS affiliate, which was owned by the New York Times.

Spalla was the first female General Manager in The New York Times Broadcast Group, and she was one of the first in the Southeast for CBS. During this time, Linda was a mother, daughter, and community enthusiast who never lost her femininity or her Southern roots. She retired from WHNT in 2000 after having moved the station to first place in the market.

She refers to Bernie Verdier as her "late-in-life gift," with whom she began a new life of travel and adventure in 2004 following her retirement. Currently, she loves her grandchildren, golf, her book club of 20+ years, crossword puzzles, and summer travels to Paris. She is the author of three books: Leading

Ladies (2003), which offers practical leadership tips for women, encouraging them to embrace their femininity as a leadership asset; Catch Your Breath (2014), which presents a raw, honest series of meditations for caregivers based on her experiences in caring for her own mother; and Bernie's Paris ... Travel Stories with Love (2016), which provides decade-long experiences of escapades in Paris.

Community service has widened Linda's influence in the Huntsville area for many years. Among her board affiliations are the Burritt Museum, Crestwood Medical Center, Crestwood Women's Advisory Council, UAH School of Business Advisory Board, Alabama Space and Rocket Center Advisory Council, Better Business Bureau, Sci-Quest, Rotary, WEDC Foundation, Arts Huntsville, Industrial Development Board, Christian Women's Job Corp and United Way. She with a group of dedicated ladies started the first WOMEN HONORING WOMEN celebration in 2001. She has worked with Trinity Place as an Alzheimer's volunteer and been active in WEDC, chairing their program committee for several years.

She is a 1994 Leadership



graduate of Class 8, the winner of the Girl's Inc. "She Know's Where She's Going" Award, the recipient of the Silver Medal Award and the Lifetime Achievement Award from the Huntsville/Decatur Advertising Federation. She has been a mentor in Rotary's Strive program and for the WEDC Foundation. She also served on the board of the Alabama Writers' Forum in Montgomery for 6 years.

She has traveled around the country as a motivational public speaker and promoting her books. Linda delights in her four grandchildren who live in Opelika and Birmingham and her many friendships over 53 years in Huntsville.



"Spotlight on Our Elders" is a weekly feature sponsored by the Rosetta James Foundation to promote volunteerism and activism in our community among those who are 70-plus. The Foundation also provides scholarships. Learn more about us at www.rosettajamesfoundation.org. Know an outstanding elder (70+) that you would like to see featured? Send us a photo and 250-word write-up to info@valleyweeklyllc.com.

Nelms Memorial Funeral Home

"WE CANNOT ERASE THE STING OF DEATH,
BUT WE CAN MAKE IT EASIER"



2501 CARMICHAEL AVENUE
HUNTSVILLE, AL 35816
(256) 539-8189 • (256) 539-8183 (FAX)
WWW.NELMSMEMORIAL.NET



State Farm®

Mary F Spears, Agent

(Behind McDonald's)
155 Chestnut Drive
Madison, AL 35758
Bus 256-837-8899 Fax 256-837-8225
maryspears.cffc@statefarm.com

The greatest compliment you can give is a referral.

BUSINESS BANKING | MORTGAGE | PERSONAL BANKING

Merry Christmas

from our family to yours.



BRYANT BANK

Some Christmas wishes need more than magic, they need a community that believes in you. At Bryant Bank, we're not just bankers, we're your neighbors within the community. For two decades, we've been turning holiday hopes into lasting memories. We know your dreams and we're here to help make them come true, one wish at a time.

DOWNTOWN HUNTSVILLE | SOUTHEAST HUNTSVILLE | ATHENS

BRYANTBANK.COM



AUNT IRMA MAKES IT PLAIN...

How Businesses Leverage Customers' Generosity

In recent years, corporate charity campaigns—especially those run by major fast-food chains—have become a familiar part of the consumer experience. At the checkout counter, customers are asked if they would like to “round up their purchase” or donate a dollar to support a charitable cause.

On the surface, these campaigns present companies as socially responsible and compassionate. Yet the growing prevalence of such initiatives raises important questions about how much of this charity is driven by genuine concern for the less fortunate, and how much is strategically designed to promote brands and increase profits.

One of the central criticisms of these campaigns is that they shift the burden of charitable giving from corporations to customers. Instead of donating substantial portions of their own profits, many large companies encourage consumers to contribute small amounts during transactions—amounts that, collectively, add up to significant charitable sums. This allows corporations to take public credit for large



donations while contributing comparatively little themselves. In some cases, the customer's donation may even be counted as part of the company's charitable totals, allowing the corporation to present an inflated image of generosity.

In addition to deflecting financial responsibility, charity-driven promotions serve as powerful marketing tools. By associating their brand with philanthropy, fast-food chains cultivate an image of warmth and community-mindedness.

Limited-edition products, themed packaging, or special menu items tied to charitable causes often drive increased sales, as consumers feel they are supporting a worthy mission simply by making a purchase. While the intention to help is sincere on the part of many customers, the companies benefit from the emotional pull of the cause.

Moreover, these campaigns can create social pressure at the point of sale. When a cashier asks whether a customer wants to donate, the interaction

is inherently public, and saying “no” can trigger feelings of guilt. This subtle pressure contributes to participation rates—and, ultimately, to the company's promotional success.

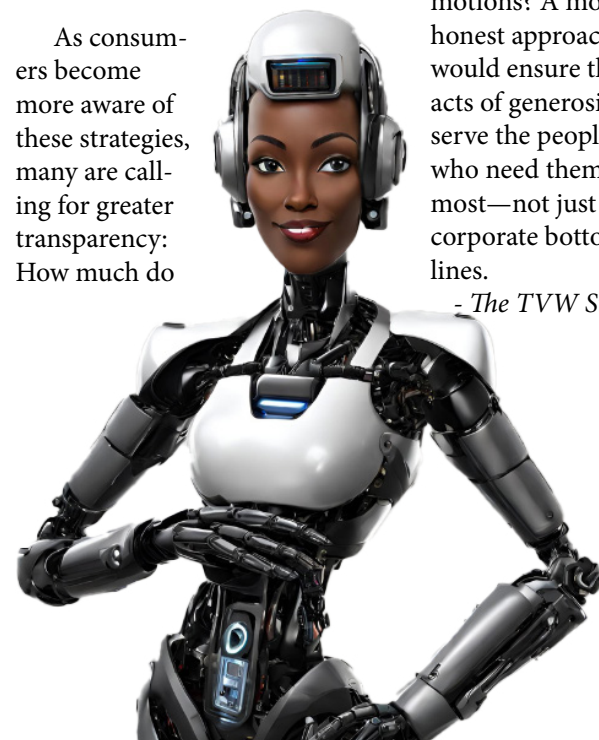
This is not to suggest that these campaigns do no good. Many charitable programs funded through corporate checkout donations genuinely support important causes. The issue lies not in the outcomes but in the imbalance between consumer generosity and corporate

self-promotion.

As consumers become more aware of these strategies, many are calling for greater transparency: How much do

companies donate themselves? How much do they profit from charity-branded promotions? A more honest approach would ensure that acts of generosity serve the people who need them most—not just corporate bottom lines.

- The TVW Staff



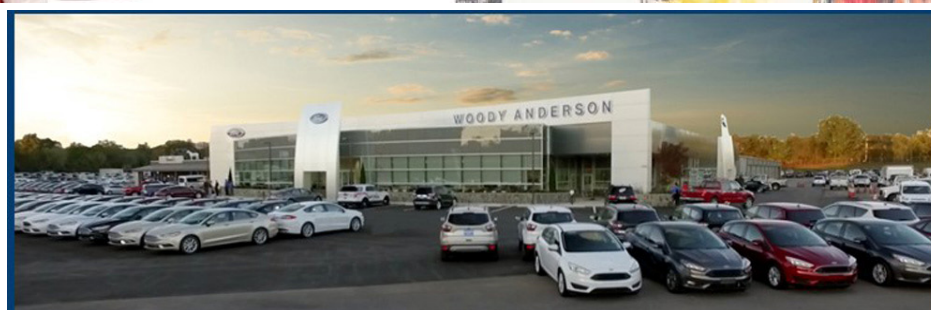
"POWERSHOTS"
John 'Jahni' Moore
TRUTH 2 POWER

Engaging art from an engaging artist!
Each week in The Valley Weekly! Only online!
What have YOU been missing?

ONLINE ONLY

What Have You Been Missing?

valleyweeklyLLC.com



Woody Anderson Ford

256-539-9441

www.WoodyAndersonFord.com

2500 Jordan Lane, Huntsville, AL



Community Foundation Leads GivingTuesday Celebration

At an event held last week, The Community Foundation of Greater Huntsville's Corporate Giving Network announced contributions totaling \$2,540,667 to local nonprofits. Marking GivingTuesday, the grants showcased the strong nonprofit ecosystem and the generosity of the business community across the Huntsville metropolitan area.

The Corporate Giving Network is a professional group of business associates who engage in corporate philanthropy, corporate social responsibility, and community investment. The Community Foundation supports the network with strategies and best practices for engaging in corporate philanthropy. The Foundation also provides a structured framework for grantmaking, allowing businesses to broaden their community impact. With a goal to build a

culture of generosity in the business community, the network and the Community Foundation are partners in local philanthropy.

GivingTuesday is a global generosity movement, unleashing the power of people and organizations to transform their communities for good. At the Community Foundation, GivingTuesday is a chance to showcase the collaboration and generosity of the greater Huntsville business community. Instead of soliciting donations from individuals, the Community Foundation celebrates the generosity of corporate partners and other funders. Each year, the companies in the Corporate Giving Network support the nonprofit community with contributions in the millions. In 2019 – its first year of giving – the network gave just over \$200,000. Since then, the network has distributed

more than \$12 million in contributions to the community. This year, the Foundation and network announced grants of more than \$2 million to 193 nonprofit organizations.

“GivingTuesday is an important annual reminder for our community, demonstrating the extraordinary impact that happens when corporate partners mobilize their generosity,” said Melissa Thompson, CEO of the Community Foundation of Greater Huntsville. “At the Community Foundation, we are incredibly grateful for the unwavering support of our corporate partners and funders. Their sustained commitment drives meaningful change and ensures vital resources flow to where they are needed most.”

The event announced check presentations to 193 nonprofit organizations from five Alabama counties as well as other areas outside the region.

Nonprofits from Madison, Morgan, Marshall, Jackson, and Limestone counties benefited from grants or contributions made through the Corporate Giving Network.

Totaling \$2,540,667, the grants support one or more of the eight areas of the Community Foundation's quality of life framework: arts and culture, basic needs, economic opportunity, education, environment, health and wellness, neighborhoods and community, and recreation. Corporate partners included:

- AI Signal Research, Inc.
- Astrion
- Avion Solutions
- BMSS
- CFD Research
- Cintel
- Crossflow Technologies
- Huntsville Utilities
- Investor's Resource
- IronMountain Solutions
- KODA Technologies
- MartinFed
- Mazda Toyota Manufacturing
- Radiance Technologies
- Savant Wealth Management
- Torch Technologies
- Vector Wealth Strategies

“Our annual GivingTuesday event is powerful proof of what corporate giving and community col-

laboration can achieve,” Melissa Thompson concluded. “By announcing more than \$2 million in grants, we shine a light on the vital support corporate partners and funders provide, directly enhancing the quality of life in the greater Huntsville area. This collective generosity strengthens our local nonprofits and forges a more resilient, vibrant community, ensuring the Corporate Giving Network and the Community Foundation continue to drive positive, lasting change by mobilizing generosity across our region.”

WJAB


90.9 FM

www.wjab.org

This Sunday's Lectionary

Sunday, December 14, 2025

Third Sunday of Advent



(Track 2, Year C)

First Lesson:
Isaiah 35:1-10
Psalm 146:4-9

Second Lesson:
James 5:7-10

GOSPEL:
Matthew 11:2-11

THE FUTURE OF FREEDOM

ALL-ELECTRIC MUSTANG MACH-E



TEST-DRIVE IT TODAY!

Woody Anderson Ford

256-539-9441 | www.WoodyAndersonFord.com

2500 Jordan Lane Huntsville, AL 35816

Huntsville Pays Tribute to Civil Rights Icon Rosa Parks

On Monday, December 1, the City of Huntsville paused to honor a woman whose quiet courage changed a nation. Rosa Parks' refusal to surrender her seat did far more than challenge an unjust law—it ignited a movement that transformed the American story and affirmed the dignity of every person. Her legacy continues to guide us, reminding us that progress often begins with a single, resolute act of courage.

By offering free rides on all fixed routes, the Rosa Parks Committee, Rep. Laura Hall, Rep. Anthony Daniels, Rep. Rex Reynolds, Commissioners Violet Edwards and Mac McCutcheon, along with Mayor Tommy Battle did more than mark Rosa Parks Day—they created a living tribute. Each bus ride became a reminder that public transit has long been a vehicle not only for mobility but also for justice. The observance invited today's citizens to reflect on the essential role transportation played and continues to play in opening doors to education, employment, health-care, and community connection.

Observing Rosa Parks Day in this way was a call to action. It urged all to examine how far we have come and how far we must still go to ensure fairness, accessibility, and respect for all who call Huntsville home. As people boarded the bus, walked the streets, or simply paused to remember her legacy, countless individuals—known and unknown—also were honored who fought for equality and who continue to inspire us toward greater compassion and community-mindedness.

State Representatives Laura Hall, Anthony Daniels and Rex Reynolds were joined by Mayor Battle at the Huntsville Transit Authority's building on Pratt Avenue for event. Also in attendance were County Commissioners McCutcheon and Edwards.

All remembered the power of one brave woman and recommitted themselves to building a city where every resident has the opportunity to move forward with freedom, dignity, and possibility.



Dist. 1 Councilmember Michelle Watkins

'A Claus for Celebration': 2nd Annual Treelighting

December 7, 2025 - Johnson Legacy Center



JOIN US WEEKLY FOR GLORIA B'S

MILLENNIAL MOMENT

ONLINE ONLY!

The Valley Weekly

A COLUMN YOU WON'T WANT TO MISS!

Read a **SIP**. Sensitive, Intuitive and Provocative

www.valleyweeklyLLC.com

THERE ARE MANY COLUMNISTS, BUT ...

They're Not Like Tim!

The Valley Weekly

"A thought-provoking and insightful take on the latest news and views. Join TIM ALLSTON every week for interesting perspectives you can't find anywhere else!"

ValleyWeeklyLLC.com

The Board of Directors of the
Rosetta James Foundation

-presents the-

★ **20th**
 Anniversary Celebration and
 “Honoring Our Elders” Gala



MRS. LINDA
CASSELMAN
AKENHEAD



MS. LYNNE
BERRY



MS. PHYLLIS
CHUNN



MRS. PAM
CURRY



MRS. VERONICA
CURTIS-RICHIE



MR. JOHANN
MOORE



DR. EVELYN
PENN



DR. BERNICE
RICHARDSON



MR. ROBERT
RICHARDSON



REV. DR.
W. TEMPLE
RICHIE



MR. WILLIE
SMITH



MS. CLARENE
TEAGUE-
JOHNSON

SATURDAY, MARCH 14, 2026

THE JACKSON CENTER
HUNTSVILLE, AL

12:00 PM

Special Tributes:



JUDGE FRANK
BARGER



MRS. CHANDA
CRUTCHER



ATTY. DOUG
MARTINSON

Founding Board Members:

Mr. Marshall Clayton, Mr. William Smothers,
Mrs. Georgia S. Valrie, Mrs. Felicia Wilson

www.RosettaJamesFoundation.org