

The West Georgian

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The Wonderful World of Anastasia

Ariana Carter

Contributing Writer

Anastasia Beverly Hills is a makeup brand founded by Anastasia Soare that was established in 1997. It is best known for brow shaping products that changed the way people perceive makeup application. The first ABH brow collection launched in 2000 at Nordstorm across America and in recent years the brand has divulged into a variety of products including eyeshadow palettes and complexion products such as foundation and highlighters.

The brand has built a special relationship with both consumers and influencers when Anastasia's daughter, Norvina, made the decision to expand the brand through the use of social media. In 2018, the brand's most popular collaboration was developed with influencer Amra Olevic Reyes, also known as Amrezy.

Teaming up with influencers has fueled the impact the brand has had on the beauty community. The most recent collaboration is with 32-year-old Nigerian-American YouTuber Jackie Aina. Jackie has over three million subscribers and an estimated 276 million views on her channel. In her ten year run, she has gained popularity because of her entertaining makeup tutorials and the willingness to call out beauty brands for their lack of diversity in their products.

The Jackie X ABH palette was released around mid-August and has garnered popularity in the beauty community. Aina marketed the palette as a brown-girl-friendly palette but beauty bloggers alike agree that it is a palette that complements all skin tones.

"I've always felt like the palettes they've come out with have always been dope, but I've always felt like there was a little something missing, a little something I would do differently, or a little something that doesn't work for my complexion," said Aina in her announcement video.

The palette was developed in the course of a year and includes 14 shades that range from warm to cool and a few iridescent shades to make a variety of makeup looks. Aina solely put together a palette of shades that she personally loves to use and worked closely with Norvina to make sure that the palette was exactly what every beauty lover would want.

Each shade is highly pigmented and buttery soft to the touch. The price point for this palette is a hefty one, clocking in at \$45 but for the price it is a palette worth owning because of its versatility. The creation of this palette is something that needed to happen to bridge the gap between underrepresented groups and the beauty industry. Now an option exists for over the top individuals and those who want to keep it subtle but glam.

TECHNOLOGY

Apple Does it Again

Emily Conklin

Contributing Writer

At the annual fall preview event, Apple announced that they would be releasing not only one but three new iPhones. The preorders for these phones began on Sept. 13 and they were officially released on Sept. 20.

Apple also introduced new colors to the iPhone world. For the iPhone 11, buyers can get their phone in purple, yellow, green, black, white or red. As for the iPhone Pro and iPhone Pro Max, the colors are silver, space grey and gold. Apple did introduce a new color specific for the iPhone Pro or iPhone Pro Max, which was midnight green. This new color was very popular and put on back order almost immediately due to the demand.

One of the most exciting new features are the incredible cameras. The iPhone 11 now has a dual-camera system that shoots all video in 4K. These new cameras include an ultra-wide camera and a wide camera. These cameras will allow for users to zoom out farther than they have before in order to capture beautiful large landscapes. Or this will simply allow the user to get all of their friends into one shot.

iPhone Pro and iPhone Pro Max now have a triple-camera system that adds a telephoto lens along with the ultra-wide and wide cameras that the iPhone 11 now includes. The new telephoto lens adds the ability for a professional

portrait that is closely related to an actual camera. This will allow for users to capture incredible pictures of animal life and sporting events that are not close enough for a normal camera to capture without looking blurry.

Another thing that Apple focused on improving with the new release is the battery life. Now the iPhone 11 can last up to 17 hours of video time. The iPhone Pro can last up to 18 hours of video time and a new fast adapter charger is included with the purchase of this phone. One of the biggest improvements though shows up in the iPhone Pro Max. The pro Max has the capability of lasting for 20 hours of video time before it runs out. This is 5 times more battery than the iPhone XS Max.

The capabilities of these new phones are better than any other phone that Apple has released thus far. The storage space on the iPhone 11 Pro Max had a huge leap in space as opposed to the iPhone XS Max. The iPhone 11 Pro Max has an insane 512GB of storage available as an option.

The newest set of iPhones is definitely the most impressive of all of the iPhones that have been released. From the longevity of the battery life to the amazing camera capabilities, many users have yet to be let down.



Photo Credit: Apple

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UWG STUDENTS TO DESIGN NEW PRODUCT FOR LOCAL STORE

Katelynn Johnson

Contributing Writer

UWG students who are taking Retail Management with Dr. Simone Lee this fall will have the opportunity to place their chosen product on the shelves of Do Good, a new fair-trade small business opening inside of ReThread consignment store in Carrollton.

Lee's students have been paired in groups and have chosen a fair-trade product that they will pitch to Michael Wahl, the Do Good store owner, on Oct. 15 and 17. The chosen winners will then have their product available for purchase within the Do Good store.

"Dr. Lee met Wahl one day while shopping in ReThread, they paired up together to come up with this great project idea for our class to be a part of," said Amanda Friend, a class participant of this project. "I am really excited and hope he chooses my group."

Do Good has a fair-trade concept with an idea to help developing countries by purchasing their products which gives jobs to communities in need. Each product that is presented will also be fair trade and have an impact or mission behind it. Groups are given a 30-second opening to pitch their idea to

Wahl, if he agrees to proceed, they will then have five minutes to give information on their product and why Wahl should choose them. Students are encouraged to create appealing marketing materials and must come up with a social media calendar for Wahl to follow if their product is chosen.

"We are having to come up with a marketing plan, pitch and display for our product," said Zach Harvel, a class participant. "I am hoping I can add this to my portfolio, so I can show my abilities to my future boss."

Wahl has positively affected many developing countries, the main one being Haiti. Wahl has created a diaper, called DriButts, which has created healthy sanitation in many communities within Haiti and the surrounding areas. DriButts is made within Haiti and supplies women within the community a job to help support their families.

"His diaper was a great idea and invention," said Ashley Wilson, a class participant. "My group has chosen a product which we believe flows well with his store concept."

Wahl has described to the students in the class what his expectations are. He has also shared products with the class that he will be offering at the Do Good store so that they have ideas of what products are available as fair-trade.

"My group has chosen a product that has really made an impact on my life," said Stephen McCrary, a class participant. "People do not understand what they are purchasing, and how the people who make it get treated, it is sad."

There is a launch and grand opening party planned for Oct. 22 from 5 p.m. to 7 p.m. at ReThread store, so customers can come to check out all fair-trade products and see the item that was chosen as the winner for the Do Good store.

Construction Plans for Future Bankhead Highway:

Allison Lee

Contributing Writer

Recently, the City Council of Carrollton has considered changing the roadways of Bankhead Highway in Carrollton, GA to a three-lane highway. They addressed these plans in a Community Connections Forum meeting on Sept. 24, 2019 at 3 p.m. in the Campus Center at UWG. This meeting was conducted to establish a connection with nearby residents to determine what their stance is on the ideas and to share information with the public.

They believe that this would help businesses and traffic flow around the area of Bankhead Highway. The plans will take 12 months once they are set into motion. Bankhead Highway used to have this design before they expanded the roadways, but the city of Carrollton has decided that they want to try the old roadways again.

Erica Studdard and Met Lane represented the Carrollton City Council at the meeting. Met Lane is a lawyer and council member of the Carrollton City Council, in charge of the southwest part of Carrollton. Erica Studdard is the Director of the Community Development Department of Carrollton. They both discussed their contributions to these plans for Bankhead Highway and addressed residents' concerns.

"Our plan for Bankhead was to pull all of the energy, that vibrancy, from the Square down to Bankhead Highway," said Met Lane. "That's what we love about our whole town is that downtown area."

"We did a study on Bankhead about the traffic flow," continued Lane.

The city council is planning to reduce the five-lane Highway at Bankhead down to a three-lane highway for better traffic flow, business success and further construction opportunities. This would make more people stop to participate in businesses and not be as cluttered in traffic on the Highway is what they are thinking.

They want to put in sidewalks, bike lanes, and landscaping as well to make it more eye-catching. He then brought up Erica Studdard and how she is helping in making this project possible. "We have to have a vision of what this can be, but it is unfortunately an eyesore right now," said Erica Studdard. "The sidewalks are disjointed and we plan to have bike lanes introduced to BankHead."

"Bankhead was originally a commercial corridor, but once the bypass came, most of the traffic from Bankhead Highways was directed there," continued Studdard. Now, Bankhead Highway could use some work and that is what the City Council plans to do with the grants they have received. They have received a \$1.5 million dollar grant for phase one and a \$10,000 grant for assisting businesses.

The City Council has worked with Bankhead Highway's surrounding business owners and they have generally agreed with this decision for phase one to commence. The business owners will assist with the landscaping, signage, and parking lot repairs.

Studdard then went on to answer questions of the residents once she was done with her PowerPoint presentation of these plans. Some residents asked about residential areas and about Maple Street's need for improvements. Studdard tried to assure them that they would take all things into consideration. Studdard and Lane then thanked everyone for coming to the meeting. They plan to have more meetings in order to become better in touch with the community.

UWG DELIGHT MINISTRIES

Nicole Kirkman

News Editor

Delight Ministries is a weekly event hosted for young women to learn about their spiritual faith or develop it alongside women their age. Parker Kleppinger has led as director for the past two years at UWG and has her hands in every piece of the event she can per week.

“Delight allows girls to have a place to go and feel seen, known, and loved...We take intentional time to get to know the girls and be honest and open about ourselves so it’s easier for them to open up,” says the student director Kleppinger.

The Delight ministry team meets every Wednesday for all of the young women on campus to come and learn what it feels like to be in a genuine community with their peers.

“We do announcements of any updates or upcoming events at the beginning, we transition into either a short ice-breaker game or do a few worship songs, then one of the eight leaders leads a short bible study based on the material we get from Delight headquarters. For the last couple of minutes we break up into small groups and answer some discussion-based questions,” says Kleppinger.

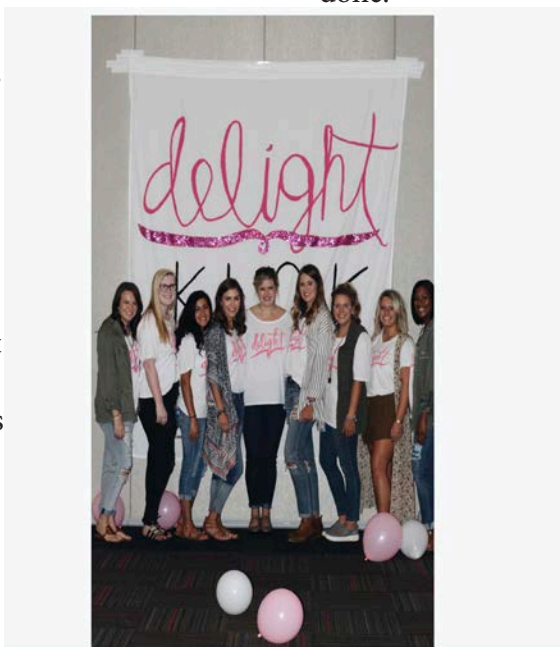


Photo Credit: Parker Kleppinger

The ministry has a leadership team devoted to helping young women in their spiritual walks. Having a leadership devoted to intentionality is what Delight prides itself on.

“The leadership team consists of eight members right now. Girls that are different years, come from different backgrounds, involved in different things, who all come together for the Kingdom of Christ and furthering that at West Georgia,” says Kleppinger.

There is a sense of community no matter what at Delight, and being able to host it once every week gives young women on the campus the opportunity to explore long term friendships.

“Every person is responsible for a different area of Delight,” says Kleppinger. “Whether that be community service, finances, book sales, etc. All of the leaders thrive in their area and are great team players when we need anything extra done.

“Being the director the last two years has really challenged me in the best way possible. Since the organization is faith-based and centered around Christ, it expands on my normal life passion and something that’s instilled in my daily life,” continued Kleppinger.

The team hopes to teach what it looks like to love college women well by providing them with a safe space to express their emotions and faith. From worship, to decoration, to presenting a message for the week, the Delight girls work hard to make their name known on the campus.

“In small groups and through Delight dates, we focus on getting girls to feel comfortable about opening up and talking about hard things so we can come alongside them to support and encourage them in the best way,” says Kleppinger.

LIVING WEST

GET YOUR GAME ON

Logan Landers

Contributing Writer

The UWG game room has always been an exciting and fun time for all students to come and take a break from their busy college lives. Located on the bottom floor of the Campus Center, the game room has recently received a new and improved makeover.

Multiple gaming computers have been added with a wide variety of online games. These new computers replaced where the couch and television were previously located in the back of the room. With the current rise in E-Sports, this is a perfect place for aspiring gamers to come and hone their craft. If PC gaming is not your preferred method of playing games, the game room also offers console systems..

In total, the room consists of two Playstation 4’s, two Xbox Ones and one Nintendo Switch. Console gaming has been around since the 1980s, and many students grew up playing previous versions of these three consoles. With a large number of games for each console, the fun will never run out.

The game room also offers many other games for everyone to enjoy. They have tabletop games such as billiards, air hockey, table tennis or foosball. Traditional board games are also available like Monopoly, Life, Sorry and many more. Classic card games can also be played among friends.

Spending time in the game room is a great way to relax after school. It’s an instant escape from stress and an excellent way to spend time with friends.

Accessibility into the game room is very easy for students at UWG. Once arriving, a student ID card must be shown to the staff in order to access the computers or games that are open and available to play. However, if a particular item is in use by another student, there are a multitude of other options that should be available. If you have access to a computer or gaming console, the equipment must be returned first before being allowed to switch to some other type of game.

These exciting new options are a great way to spend time on campus. Whether you enjoy competing fiercely on the consoles, playing online in the new E-sports corner, playing a board game or game of cards, the game room is a great place to hang out with friends or meet new people.

The game room is open seven days a week and closes between 6:45 p.m. and 11:15 p.m, depending on the day. For more detailed operating hours, the schedule is posted on the door or online at the official UWG home page.

UWG NPHC to add Campus Garden

Kimberly Wooten

Contributing Writer

UWG will be adding another historical monument on its campus. The university will be giving the UWG National Pan-Hellenic Council (NPHC) their own garden. The garden will honor the amazing impacts and contributions the council provides on campus and throughout the Carrollton community.

The garden was made possible through the efforts of the Center for Diversity, Student Affairs and Enrollment Management, University Advancement, Campus Planning and Facilities, and the University of West Georgia’s National Pan-Hellenic Council. The garden opening will take place on Oct. 14 at 9:30 a.m. The garden will be located at the Oaks Amphitheater.

The garden will recognize all nine of the NPHC organizations: Alpha Phi Alpha Fraternity Inc., Alpha Kappa Alpha Sorority Inc., Kappa Alpha Psi Fraternity Inc., Omega Psi Phi Fraternity Inc., Delta Sigma Theta Sorority Inc., Phi Beta Sigma Fraternity Inc., Zeta Phi Beta Sorority Inc., Sigma Gamma Rho Sorority Inc., and Iota Phi Theta Fraternity Inc.

Over the years, UWG’s NPHC has completed thousands of community service hours and has worked with numerous volunteer organizations throughout the local community and throughout the country.

The NPHC offers a wide range of educational programs and opportunities for students on campus and at local elementary, middle and high schools. When the NPHC goes to the local schools they provide children and teenagers with information about how their council’s history provided their founders a chance to make a positive impact in their country. Then the organizations encourage students to continue their education to the college life. They explain the benefits of going to college and how going Greek life has helped them academically and helped them network.

In 2018, The Tau Chi chapter of Alpha Phi Alpha Fraternity Inc., went to Flint, MI to donate clean who were affected by the contaminated water crisis. The Tau Chi chapter also helped build and restore the local parks in Flint. They were even featured on the local news for their contributions to the local area.

NPHC President Earnest Rainer traveled to Waco, Texas, to visit Baylor University’s NPHC Garden to gain inspiration for UWG’s garden. “It was imperative that we do the necessary research to determine if a garden would create a sense of ‘home’ for our sororities and fraternities,” said Rainer. “After my travels to Baylor, there was no doubt that the Oaks Amphitheater was the perfect location to make this dream a reality.”

The NPHC Garden is the vision of UWG alumni Jordan Watson ’18 and Wesley Hammonds ’18, who presented the idea and its potential contribution to UWG’s former President Kyle Marrero more than two years ago while enrolled as students.

SPORTS

PG. 6

Atlanta Braves NLDS Game 1

Arvon Bacon*Contributing Writer*

On a steamy evening on Thursday, Oct. 3, SunTrust Park hosted the second playoff series of its existence between the Atlanta Braves and St. Louis Cardinals, which ended in thrilling fashion as the Cardinals would win the first game of the five game series, 7-6.

Prior to the game one of the NLDS Braves fans packed out the Battery hours before the start of the game. “I have traveled here all the way from Knoxville, Tennessee and I have been a fan of the Braves since I was eight years old,” said Jake Brown, Braves A-list member.

The Braves would take an early lead in the first inning as Ozzie Albies would score from third on a Kolten Wong E-4, but Cardinals right fielder Dexter Fowler would tie the game on a ground out RBI in the top of the fifth. The Braves would capitalize off another rally in the bottom of the sixth scoring two runs off a Dansby Swanson single and a throwing error by Paul DeJong of the Cardinals.

The Cardinals again would tie the game in the top of the eighth inning on a Paul Goldschmidt solo home run off of relief pitcher Luke Jackson and a Matt Carpenter single which scored DeJong to make the score 3-3. It wasn’t until the top of the ninth that Marcel Ozuna came to the plate with the bases load and ripped a double down the left field line and scored two runs.

But the scoring didn’t stop there, the Cardinals second baseman Kolten Wong would hit another ringing double down the right field line scoring another two runs before the inning would end with Carlos Martinez striking out on a blazing high fastball from Braves reliever Sean Newcomb. The Cardinals would take a commanding 7-3 lead.

“I have been a Braves fan my whole life and the Braves will beat the Cardinals in four games this series,” said Braves fan in attendance Ray Smith. “The Braves have put together a team similar to our 1995 team. We have good starting pitching, but I feel our lineup has never been this deep with quality hitters.”

With some fans clearing out of the park after being discouraged by the four-run deficit, the Braves would gear up for what would be an epic short-lived comeback. Braves manager Brian Snitker would pinch hit the speedy Billy Hamilton for the pitcher’s spot, and Hamilton started the inning with a walk. The next batter up would be the young phenom Ronald Acuna Jr. who hit a two-run home run to cut the deficit to two runs, 7-5.

The fireworks wouldn’t stop there as Freddie Freeman would hit a solo home run of his own to trim the deficit to one run, 7-6. However the Braves’ potential comeback would be halted with a Carlos Martinez strike out of Nick Markakis.



Photo Credit: Arvon Bacon

LIVING WEST

SMALL COMMUNITY WITH A BIG COMMUNITY FEEL COMING TO UWG

Matthew Harvey*Contributing Writer*

Spectra Student Living is bringing UWG students another off-campus housing option with Octiv Row coming August 2020. Octiv Row will offer a two bedroom two bath for \$649 per bedroom and a four bedroom four bath for \$529 per bedroom.

Spectra Student Living is a development investor and management company based out of Indianapolis. It has properties at IEPY, Ferris State University, Warner University and UWG will be the fourth to its portfolio. Octiv Row will be located across The Village at West Georgia at 151 Cunningham Drive. It will consist of eight buildings that will bed 160 students total.

Octiv Row will offer a part-time pre-leasing trailer where students can enquire about leasing options or other information they need. The ClubHouse will be the first building constructed and will take over the role of the pre-leasing trailer as well as give students a feel to what Octiv Row has to offer. Pre-leasing will begin on Oct. 15, 2019 with move in day scheduled for August 7, 2020.

Each room will be individually leased out and the apartment will come fully furnished with memory foam beds and a private bathroom with each bedroom. All utilities are packaged in the rent and there will be no overages in the water bills along with an individualized electric program for each resident.

If students want to lease one bedroom without a roommate Octiv Row offers a roommate matching program that consists of a survey with about 30 questions to match students with the best possible person. If the survey doesn’t lead to a match then Octiv Row will lock the remaining door in the apartment to avoid forcing people together.

“We try to eliminate the problems before they become a problem,” said Ryan Clasey, Director of Asset Management for Spectra Student Living. “We want you to come in and not worry about roommate issues or paying bills. We want you to focus on studying, enjoying college and being comfortable in your apartment.”

Neat amenities that Octiv Row will offer are cell phone charging stations inside the kitchen counter tops for phones compatible with wireless charging. The clubhouse will have features such as a YouTube room with a camera, a microphone, specialized lighting and a green background for effects as well as a conference room with Skype capabilities. The entertainment room will have a TV wall that has four 65’ TVs will connect to make one giant TV. Any resident can utilize these features for a class project or just to have fun with.

“We believe in an up to date technological advanced apartment,” said Clasey. “And we believe in customer service in an environment that will not only harbor academic success but also give you guys (students) an experience that you will enjoy. “Even though we are a small community we want to give students the big community feel and the big community experience. Customer service and experience is what is going to set us apart. We want to spoil you,” said Clasey.



Photo Credits: Spectra Student Living

Baller's Final Season

Cameron Lynch

Contributing Writer

The HBO series *Baller* premiered in June of 2015, and was instantly successful.

The comedy-drama gives viewers “unfiltered” insight into the world of professional athletes both in their careers and in their personal life. The show is centered around a former NFL star turned financial advisor and his day to day life dealing with high profile clients and the long term effects of playing in the league.

The cast is stocked full of respected figures such as the lead Dwayne “The Rock” Johnson as Spencer, Rob Corrdy as Joe, and John David Washington as Ricky. The high profile cast initially brought the views, but the controversial view into such an undisclosed industry is what brought the series back for three more successful seasons.

The series is known for its realness regarding current issues both in the world of professional sports and the politics of it. The show has been wildly successful with the main critique just being that it is not suitable for all audiences due to the heavy profanity and vulgar content. That was until this past season premiered, and the show has done a nose dive in rankings since.

The highly anticipated 5th season premiered in August of this year. The season kicked off with Spencer becoming first black majority team owner in professional football history as well as updating viewers on the rest of the cast’s whereabouts.

As always I applaud HBO for being so culturally aware, but that is one of the only positive comments I have regarding season five so far. The storyline seems overdone, and it seems as if HBO is pulling teeth for content to wrap both the season and series up.

Dwayne Johnson recently announced to his 155 million Instagram followers that season five would be the last of the *Baller* series. He posted a video clip from the season premiere with the caption:

“Cheers to our FINAL SEASON of HBO’s *BALLERS*. “My heart is full of gratitude to all of you for rockin’ with us every season. You made us HBO’s highest rated comedy for years and most importantly, you helped create and sustain a platform for other actors to have the OPPORTUNITY to work hard, grow and become household names.”

Baller has definitely had a great run on HBO, but it is clearly coming to an end. We can expect HBO to start advertising for a new vulgar comedy to fill its place, but it won’t be easy.



Photo Credit: HBO

UWG's First Ever Growncoming: Coming Soon

Samuel Okodua

Contributing Writer

The student service organization Passion and Positivity, also known as PAP, is hosting its first annual Growncoming on Saturday, Oct. 19, from 6-9 p.m. The event is going to be held in the Hangar Gym immediately after the homecoming football game. All students and alumni are welcomed to come, and the event is free before 7 p.m.

“Growncoming is an idea that I’ve had for a long time,” said Cody Williams, PAP President. “This is our first time doing it, but I want it to become an annual thing.”

Williams believes an easily accessible social event on campus is a great way to bring the alumni culture together. He wants

UWG alumni and current students to feel connected and he believes that Growncoming is the event that will do so. “I’ve seen the alumni parties in the past that were in Atlanta, which is cool. But I believe in order to reach the peak you have to do it within your city,” said Williams. “It has to feel like home, and Atlanta could never be West Georgia’s home. “I believe we touch the community in multiple ways. In fun ways and as well as educational and service ways,” said Williams.

PAP also does service events with the intention to help the community. Last Christmas, PAP went out to Atlanta to give out sandwiches and blankets to the homeless. They have also done a Say No to Negativity event, which had dancers and positive speakers come and talk about mental health and how important it is to be in a good mental state.

During these events, Williams saw an increase in some of the members’ confidence as they stepped out of their comfort zone to help others that needed help. This opportunity gave them a chance to not only better themselves but also help those in need.

“I believe that West Georgia has a thriving culture that is not publicized, especially the African-American culture,” said Williams. PAP welcomes all people of different genders, races and religions. It believes that anybody willing to put themselves out there and make others feel good are precisely the type of people it wants in its organization.

Williams hopes that more people will start to become more familiar with PAP, and eventually it will become a prominent organization that is viewed as a statement of West Georgia’s excellent students and alumni.

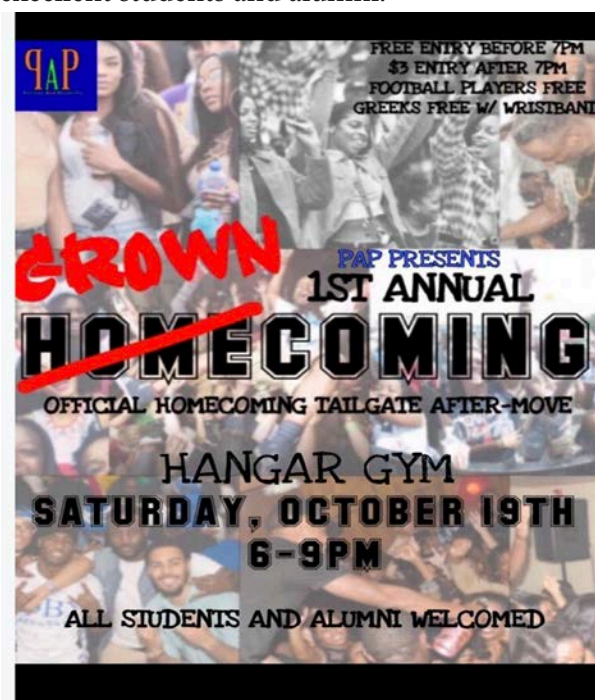


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