



NEXT Steps Youth Entrepreneur Training Program  
A 501c3 Tax Exempt Non-Profit Organization

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A Service Program of the  
National Black Men's Health Network

## **DANA JEWEL HARRIS BIOGRAPHY**

Through a colorful history of logistics & coordination, business plan development and marketing & advertising, Dana Jewel Harris proudly has over twenty years of business administration experience. As a Veteran, Harris gained eight years of logistics planning and execution through the U.S. Army (1989-1997) as a Logistics Clerk Specialist by conducting several weapons and skills training sessions during peace and war time operations throughout the United States. Harris also experienced both ends of the music and corporate entertainment industries by serving as A&R Administration Assistant at LaFace Records in Atlanta, GA (1993), Production Coordinator at Coca-Cola USA in Atlanta, GA (1994), and Assistant to the General Manager of New Business Development at Burrell Communications Group in both the Atlanta & Chicago (HQ) offices (1995-2000).

Through the creation of her Community Involvement Growth Strategy (CIGS) Strategic Organizational Growth Model, Harris has developed business plans for several start-up companies in the night club, entertainment, and commercial real estate industries with a track record of 100% bank approval for funding consideration. She also gained valuable commercial real estate know-how while working with the Multi-Housing and National Retail Investment Groups (2006 Top IP Producers; \$2.4 Billion in Sales) -- specializing in the marketing, due diligence and closing processes at CB Richard Ellis commercial brokerage firm.

As a hobby, Ms. Harris served as the Chief Operations Officer (2003-2006) of the Skatemasters USA National Rollerskating Association (adult rollerskating clubs) -- managing over 30 chapters in 30 cities, moderating over 20 monthly national conference calls, 3 national coordinators' meetings, and over 200 special events annually throughout the US and Canada -- including a 3,000 person capacity rollerskating rink special event at the Cobb Galleria Convention Center in Atlanta, GA (a \$75,000 investment).

Harris' most recent accomplishments involved preparing the proposal for the \$1.3 million dollar renovation of a 5-star restaurant in the Capital One building in Lake Charles, LA, coordinating the New Year's Eve televised celebrity launch party for the restaurant, and developing the business plan for a \$43 million dollar investment of a modular housing manufacturing plant for Sulfur, LA (2006). Harris recently fulfilled a contract with the Environmental Protection Agency to update the administrative systems of the Planning and Environmental Accountability Branch in EPA-Region 4 Headquarters located in Atlanta, GA (2008-2009). In October and November 2010 respectively, Harris wrote the business plan to secure \$3.5MM to assist Smith Auto Spa acquire its first Cactus Car Wash franchise (Piedmont Road, Atlanta) and developed a 20-year strategic growth and development master plan for the 4,000 acre Beulah Land Farm Project in Calhoun Falls, SC (\$10MM+ Investment). To date, Harris serves as Executive Director of the NEXT Steps Youth Entrepreneur Program and manages Atwood Community Gardens -- the new 3.5 acre farm and outdoor training center she created and designed to introduce at-risk youth to careers in science, technology, engineering and mathematics via an urban agriculture platform.

### **Areas of Expertise**

Strategic Planning, Business Plan Development, Customized Management & Operations Systems, Special Events Coordination, Marketing & Sales Strategies. Harris has a Bachelor's Degree in Business Management & Administration from American Intercontinental University (Magna Cum Laude)

### **Professional Affiliations**

- Metro Atlanta Violence Prevention Program Strategic Planning Committee ( Dec 2011)
- Atlanta Local Food Initiative Planning & Committee (Dec 2011)

- EXCEL Academic & Enrichment Instructor (21<sup>st</sup> Century Community Learning Center Grant) at Woodson Elementary School (Nov 2011)
- Coordinating Partner of the Outdoor Nation Campus Club Atlanta Pilot Program (Oct 2011)
- Collaborating Partner of the Harland & Woolfolk Boys & Girls Club, Outdoor Activity Center and Oakland Recreation Center (Oct 2011)
- Top 5 Partner for Hands On Atlanta Corporate Volunteer Program (Apr 2011)
- Atlanta Farm To School Task Force (Summer 2010)
- Atlanta Rio de Janeiro Sister Cities Planning Committee (2010)
- Georgia Organics (Member 2010)
- Mayor's Youth Program Community Partner (Jun 2010)
- Sigma Beta Delta International Honor Society in Business, Management and Administration (May 2010)
- American Community Gardening Association Annual Conference Planning Committee (2009-2010)
- Youth Entrepreneur Instructor – Communities In Schools Atlanta/Atlanta Public School System (2009)
- National Black Men's Health Network (NSYEP Fiscal Agent - 2008)

### **Awards**

- Cited in Emory University School of Law Publication (2011) Entitled "Urban Agriculture: A Sixteen City Survey of Urban Agriculture Practices Across The Country
- Georgia Organics 2012 Urban Agriculture Training Program Scholarship Award (Nov 2011)
- Sevenanda "Be the Change" Recognition Award (Nov 2011)
- Certificates of Appreciation as Outstanding Motivator in College and Career Motivation Week at Grady and Mays Atlanta Public High Schools (Nov 2011)
- Secured US Department of Agriculture National Conservation Resource Services EQIP Technical & Financial Assistance Award (Oct 2011)
- City of Atlanta Proclamation In Recognition of NSYEP Grand Opening of Atwood Community Gardens (Oct 2011)
- Dr. Woodrow Smith Jr. National Community Service Award (Oct 2011)
- Lowe's Heroes Volunteers Extreme Garden Makeover Award (Aug 2011)
- Dana J Harris Community Achievement Award (May 2011)
- Secured Technical Assistance From the Atlanta Community Food Bank (Feb 2011)
- Priority Male Institute Workshop Leadership Award (Nov 2010)
- Career Awareness Institute Speakers Award (May 2010)