

# Social skills set stage for life of success

By Parker Philpot and  
Lés Pierres Streater  
Sentinel-Voice

The Protocol Etiquette School of Nevada-Las Vegas recently opened in the southeast part of the valley and its first series of classes are underway for group and individual instruction in the proper protocols of etiquette.

Founder and certified instructor Florozen Gray is the director and opened the school because "developing good skills is needed to succeed in social and business settings." This, in her opinion, includes children and teenagers, too.

The general program encompasses skills useful for women, men, youth, employees, job seekers, corporate executives, entrepreneurs, displaced homemakers and others.

Gray has a professional background in coordinating, hosting and developing qual-



Sentinel-Voice photo by Lés Pierres Streater

Students at the recently opened Protocol Etiquette School of Nevada listen during a class.

ity events for corporate and private functions.

"If you are in any type of social setting, you see the need, and it has always bothered me that most individuals didn't know how to dine properly, didn't know how to

mingle properly or start a [respectful] conversation with others..." Gray explained.

Overall, the classes are designed to enhance the participants' own knowledge and increase their understanding of how to make a

good impression at social functions and ways to display good table manners while dining out.

Gray's courses even deal with cultural issues and sensitivities and teach different styles of eating, such as

American and Continental.

In addition, courses focus on personal development areas: effective grooming; business gathering conduct; social interactions in a group setting, such as entering the room and making personal introductions with confidence and poise; understanding body language; utilizing a proper hand shake; interpreting nonverbal communications; giving and receiving business cards and the art of negotiation.

Gray said that hers is the only school of its type here and she brings a unique perspective that can help absolutely everyone regardless of socioeconomic level, age or background. Gray does have a special insight on the Black community as an African-American professional and intends to fill a gap. She said her business plans to open access to the type of training that would otherwise be

unaffordable for many lower-income families, but without any compromise in the quality of instruction.

Because the need is so great for the skill sets she promotes, the chosen training protocol undoubtedly rivals any around.

"In 2002, I went to the Protocol Etiquette School in Washington, D.C., and received my certification to teach their curriculum, [which is used to instruct] White House staff and military personnel."

Gray is offering that level of polished skills training and in-depth classes, such as Four Course Dining Tutorial — Luncheon, Formal Table Setting Skills, Dine Like a Diplomat, Understanding International Protocol & Etiquette.

Classes are held at the facility Gray operates for special events, banquets, and (See Protocol, Page 4)

## Black business whiz new face on MasterCard

By Tasha Pope and  
Parker Philpot  
Sentinel-Voice

At first glance, Farrah Gray, 21, looks like a student on the college campus. There is one thing that sets him apart from most young men his age: his millionaire status. Gray, who is a Las Vegas resident, stands among the youngest, self-made, rich men in the business industry. Despite already having a lengthy resumé, Gray continues to seek profitable opportunities and take on new ventures, including landing a huge deal with MasterCard.

He is now the face behind the new Farrah Gray Prepaid MasterCard, and he is also the face on the newly available prepaid card issued by First Premier Bank and licensed by MasterCard. The young businessman appears on each card, trademarked as the goFarr Prepaid Debit Card, and each bears his name alongside his arrows-up logo signature next to his image bearing his trademark brilliant smile.

"It's like I have my own money," Gray beamed.

Since the GoFarr card is a prepaid debit card, there's no credit line given to users and no monthly bills to pay. It is not a credit card, Gray advises. Only the dollar value of the money loaded, or stored, onto the card is available for use. Any initial

fees or costs that may apply are detailed on the website agreement and are added to the initial dollar amount the user wants to store on his or her card from \$25 up to the limit, according to the terms and conditions.

The card is reusable, often called rechargeable, and whenever funds are reloaded onto the debit card it is subject to a convenience fee, which may vary depending on how and through what method the funds are added to the user's card. There is a convenient option that allows users to add money to the card through payroll or check direct deposit, just like at a bank, but it doesn't require the user to have a checking or savings account.

The goFarr card can be purchased online and through other channels. Visitors to the website and current cardholders get information posted on the [www.goFarr.com](http://www.goFarr.com) prepaid

MasterCard website.

Gray touts one of the advantages of using prepaid cards in general and explains that his goFarr MasterCard works the same: "It's safer than carrying cash, easier than writing a check. There are no monthly payments; you pay as you go."

His prepaid card can be used anywhere standard credit cards [Visa and MasterCard] are used, Gray explained further, adding that there is a special bonus feature about his program: card holder access to business advice by Gray.

"I sign online and give financial advice. This gives [card holders] access to me on many different levels" Gray explained, and he is no doubt qualified.

Gray began the walk on his career path as a child. He created the Urban Neighborhood Economic Enterprise Club to encourage young people to become business

developers. He had his first million at 14 when he hit sales of \$1.5 million with his company Farr-Out Foods, a specialty foods company geared toward youth.

One year later, after selling his company for over a million dollars, Gray created a non-profit organization called The Farrah Gray Foundation, which he funds and focuses on inner-city, community-based, entrepreneurship education.

He feels it's a necessity to be money conscious and by using his card people will have the ability to learn money management, Gray emphasized.

"If you're not disciplined with your money, that type of behavior will spill over into all areas of your life. This

card allows individuals to keep track of what they're spending," Gray said.

To aid in the fight against homelessness, he has decided to give a portion of the profits from the goFarr card, to the National Coalition for the Homeless.

The successful business leader feels strongly about helping the homeless get back on their feet. He said he hopes to "see over a million people in homes that are homeless," Gray said.

Gray was recently appointed spokesman for the National Coalition for the Homeless, which is a national network of people who have the common goal of ending homelessness.

Gray also is involved with the local Summer Business

Institute program headed by the Clark County Business Development Division that helps hundreds of local youth get a boost in a career or business through mentoring.

"I've given out scholarships [to qualifying participants]," Gray said.

With the level of success he has achieved in business and community service, some people have credited him with being the next Donald Trump, the prominent property developer and gaming mogul, but the young business dynamo disagrees.

"I see myself passing Donald Trump," Gray said.

He is currently in the process of "buying a hotel in the Virgin Islands and acquiring 10 properties in the next 90 days," he said.

## Darfur

(Continued from Page 1)

in Darfur is the key to resolving the problem.

"[Once people are educated] they can contact their member of congress and insist their member of congress get involved" Berkley said. "I'm sure that the congresswoman [Jackson Lee] will have suggestions [on how to get involved]," Berkley said.

The event is open to the public, although space is limited for capacity of only 250 people, who will be seated on a first-come, first-served basis.

For additional information on this public event, please contact Asha Jones at 220-9823.



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—Ms. Kris, Las Vegas Class of 2002