

21/90 Hip-Hop moves from outdoor workouts to indoor classes

New studio offers classes for all ages

BY TEVIN STINSON
THE CHRONICLE

Last summer Louis Lowery III set out on a journey to provide a pandemic-friendly fitness program that combined aerobics and hip-hop dance moves. From humble beginnings teaching classes outside at Griffith Park, in less than six months 21/90 Hip-Hop Step has grown tremendously. Now Lowery has his own studio that offers boxing workouts, a new toning and sculpting class, and several classes for kids.

When The Chronicle sat down with Lowery last June, he said his goal was to help the community make lifestyle changes and that it all begins with working out and leading a healthy lifestyle. That's how he came up with the name, using the old saying: "It takes 21 days to form a habit and 90 days to make a lifestyle change."



Photo by Tevin Stinson

The staff of 21/90 Hip-Hop. 21/90 now offers new classes at the new studio located at 4140 N. Patterson Ave.

Because gyms were closed when he started, Lowery held his hip-hop aerobic classes outside, but when it started to get cold, he knew he had to find a space to offer classes year round. After doing a lot of research, things just fell in place.

21/90 officially moved to its new home, 4140 N. Patterson Ave., earlier this year. Lowery said although they had lofty goals when he started 21/90, he didn't expect to grow so fast.

"It feels good to look and see how far we've come in such a short period of time," Lowery said.

"From being outside to be able to progress and offer more is a blessing. It's

a blessing just to be able to help ... that's the main thing, being able to give back to the community."

Nicole Lowery, Louis' older sister and business manager, said, "When things are right, they connect fast and that's been our story."

"We're not perfect, we're still learning as we go, but we've had strong support from the community and it's just been awesome to witness that."

In addition to the hip-hop step aerobics classes led by Lowery, 21/90 now offers boxing workouts for kids and adults led by Ralph Saunders, dance and toning classes led by Tiffany Jackson, and kids dance and step aerobics led by Ashley Stallings. Lowery said, "We're branching out to offer something for the whole family."

"Some people may not

feel comfortable stepping, so now you can do boxing or dance ... we wanted to offer something for everybody."

Following a boxing workout last Saturday morning, Iyo Powell, who joined 21/90 last summer, said when she came across the class, she was looking for something different from the average workout routine. She said she joined Lowery in the park a few days later and she's been coming back ever since.

"I started coming when we were in Griffith Park and I remember when we first came and saw the studio, everyone was really excited ... It's great to see how far it's come."

For more information and a detailed schedule of classes, search "21/90 HipHop Studio" on Facebook.

Course graduates forging new business culture for changing world

BY JOHN RAILEY

Logan Lash knows the old ways will not work anymore in Winston-Salem. "We used to live off tobacco and banks and Krispy Kreme, and their headquarters aren't located in Winston-Salem anymore," she said recently.

Lash and three cohorts are making their own new way, thanks to a program Tate Consulting of Winston-Salem has created called "Maestro, the Playbook 2.0!" a follow-up to their Playbook for Entrepreneurial Excellence class.



Logan Lash

Lash, Dexter Perkins, Tyler Chisolm and Dustin Sellers graduated from the original program last spring. Recently, they graduated from the new program.

The Maestro program's sponsor, WSSU's Center for the Study of Economic Mobility (CSEM), believes the program is suited for business veterans like Lash looking to up their game, as well as newcomers like Perkins, Chisolm and Sellers. The latter three are Winston-State University students, and their participation in the program provided real-time data on the benefits of entrepreneurial instruction for students.

"Equipping students with the knowledge and skills associated with an entrepreneurial mindset or thinking improves their motivation to succeed in whatever pathway they choose for their future," said CSEM Associate Director Alvin Atkinson.

CSEM also encourag-



Submitted photos

Dustin Sellers

es entrepreneurship in the East Winston neighborhoods beyond the campus walls as demonstrated by research programs such as CSEM Fellow Charity Griffin's YouthRise, which Chisolm helped run.

The pandemic has underscored inequities and the inefficiency of old approaches. The four-week-long Maestro program, taught in Zoom until COVID-19 restrictions are lifted, teaches strategies for leadership style, career development for women, and harnessing the power in executive assessments. It emphasizes that open-mindedness and inclusion are not only right; they are also practical, needed for businesses to resolve interior problems and ad-



Tyler Chisolm

vance.

Dr. Antwain Goode and Andrea Goode lead Tate Consulting and created the classes. "Our graduates understand the costs associated with conflict management and engagement. This means that they have strategies to remove destructive thoughts and how to reframe team conversations," Antwain Goode said. "This cohort clearly demonstrated that

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