

When the 'unflappable' becomes 'flappable'



Marketing specialist Carolyn E. Mosby- Williams tells her story

Carolyn E. Mosby-Williams, daughter of the late John Oliver Mosby Sr. and the late Indiana State Senator Carolyn Brown Mosby, is a veteran public relations and marketing professional who currently serves as the chief marketing officer for a global not-for-profit organization. So, between her non-traditional personal life and professional demands, she developed a personality one described as 'unflappable.'

In fact, it was a former boss who first attributed the word to her years ago during an interview with a reporter named Lisa D. DeNeale. His actual words were 'she's unflappable under pressure,' said Mosby, when she spoke to CP2 about her new book.

She went on to explain that, although she was familiar with the term, she looked it up and found it to mean someone that's calm, not easily shaken. But interestingly enough, it was said about her at a time when she considered leaving that position to focus on self, goals, spending time with family, and some consultation work.

She was always the person who had to deliver bad news or go before the media. She was always the one who had to remain cool, calm and collected. At a very early age, it was in her character to be in control. She never could let people see her sweat.

"That's how my personality has formed over the years. It didn't give me an ability to react to certain things. I always felt like I



had to be in control, to keep it together, even with things that affected me personally," she said. And, that's what led her to titling her memoir "Unflappable." She knew people perceived her as such but, by the same token, she too found it difficult keep things together and actually began to lose control.

"I had a hard time trying to really find that balance. And, in doing that, with the death of my parents and grandfather and the gentleman I dated (who died of cancer) before I got married, I had a lot of significant things happen to me. You can only carry so much for so long before it starts to affect you and, I didn't really see it. It was my boss who saw it and called it to my attention and that kind of made me sit back and assess all the things that had happen to me and how I handled them."

With that, she wanted to share her story with others and started to write, but realized she needed help. She realized it was easier for her to write for others than about herself. That was the first

step toward returning to her 'unflappable' personality.

Last year, Mosby-Williams approached DeNeale about assisting with the book. She's known DeNeale, a 15-year journalist, for more than a decade. They met each other on the job as DeNeale covered a story. Although this is her first book, DeNeale is currently a correspondent and weekly columnist for the Gary Post-Tribune newspaper.

Both are natives of Gary, Indiana. While DeNeale got her start in journalism with the Gary Crusader, an African-American weekly. The two kept in touch over the years, talking sometimes twice a week.

"The professional friendship became a personal friendship after the death of my mother in 1998," said DeNeale. "Carolyn, knowing how it is to lose a parent, she stepped in and offered an extra listening ear and helped me go through the grieving process."

When Mosby-Williams approached her about the project, she didn't know it was an autobiography and, upon understanding, she joked with Mosby-Williams. "I teased her in the beginning. I told her you're not old enough to write a memoir."

But after it was all said and done, they started writing in April 2007. DeNeale did extended interviews of Mosby-Williams on a weekly basis. In the interim, she created the chapter titles and structure to the story.

"Lisa's a really good writer. She's good at drawing a picture for people. She was the first person I thought about," said Mosby-Williams.

DeNeale learned more about Mosby-Williams and believes readers can get a sense of what it feels like to have so much on their laps – professionally and personally

"You can go through obstacles and still be on top," said DeNeale.

In the book, she talks about people who've influenced her, including many who were figures in Black history that the average person may never have had the opportunity to meet. For exam-



Journalist Lisa D. DeNeale (left) helped marketing specialist Carolyn E. Mosby-Williams author her memoir, "Unflappable." Both are natives of Gary, Indiana. (Photo courtesy of Mosby-Williams)

ple, her grandmother who was one of the founding members of Operation Push with the Rev. Jesse Jackson and she would go with her every Saturday morning.

Her uncle Fred Mosby, a former engineer here in Cleveland at GE, is in the Smithsonian Institute. He holds eight patents for the Tungsten Halogen light while John Hope Franklin, scholar, historian and author was her mother's personal friend. "All of those experiences helped shaped me into who I am," concludes Mosby-Williams.

that the general public can become active in aiding Darfur. This event is free to the public. If you have questions about this film screening and guest speaker event, please call the Social Sciences department at (216) 623-2860 ext. 2860.

Congratulations are in order!



"Mistress of the Game," authored by Cleveland's own Sherrie Walker, debuted at No. 5 on Essence's Bestsellers List for Dec. 2008. "Mistress of the Game" was published by Columbus-based Triple Crown Publications this past February. "Mistress of the Game," is available where books are sold. Keep up the great work!

Film/Discussion on Darfur Crisis at Cleveland Public Library

The Cleveland Public Library, Main Branch, will be welcoming international journalist and guest speaker Jane Wells to the Stokes Auditorium this upcoming Saturday, Nov. 22 at 1 p.m. She will be here to introduce the documentary "The Devil Came on Horseback", a groundbreaking film that provides gripping footage and first-hand accounts of Darfur crisis. Ms. Wells will conduct a question and answer session after the film and provide information about current issues unfolding in Sudan and also information about ways

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