



Sports & Entertainment Promoters of America, Inc.

OCTOBER 1, 2011

INAUGURAL EDITION

SEPA EDUCATIONAL FOUNDATION ESTABLISHES SCHOLARSHIPS

Special points of interest:

- Ticketnetwork affiliation
- FILLTHEGAP helps student pay for books
- SEPAVILLE's Weekly Football Mania kickoffs on October 10th
- Local Restaurants helps SEPA Educational Foundation

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Sports & Entertainment Promoters of America (SEPA), Inc. was formed by Thomas G. Hicks, Sr. in 1995. In May 2011, SEPA, Inc. was restructured, and the S.E.P.A. Educational Foundation was created as the philanthropic arm of the corporation.

The SEPA Educational Foundation was formed as a non-profit corporation under the laws of the state of Maryland, and an application for 501(C)(3) status has been submitted by the foundation. The SEPA Educational Foundation is managed by a board of directors and Vanessa Purnell serves as the foundation's Executive Director. To date, the foundation has established the Goldsmith Rinzler Williams Scholarship Fund and the FILLTHEGAP hardship scholarship.

The Goldsmith

Rinzler Williams (GRW) Scholarship honors three close friends of SEPA's President: Gregory Goldsmith, Kate Hughes Rinzler, and David H. Williams. All three individuals played roles in Hicks' desire to establish a foundation to assist students pay their college tuition. Hicks notes that they were early friends of SEPA, Inc. (FOS). (More information regarding the three can be found at www.sepaincorp.com) To apply for a GRW scholarship, a student must be a full-time undergraduate student at a historically black college or university (HBCU); or Hispanic serving Institution (HSI) with at least a 2.5 GPA. Applicants must be pursuing a degree in the areas of sports administration or business management (with a concentration in restaurant, hospitality, or entertainment management).

Application forms for the GRW scholarship can be downloaded

at www.sepaincorp.com.

On August 15, 2011, the FILLTHEGAP Hardship Scholarship was established to assist students that discover an immediate need to fill an unexpected "gap" that exist between the cost of attendance and their expected family contribution. The phrase, "Fill the Gap", according to Hicks, a former financial aid officer, "is a term of art used by financial aid professionals. On many occasions colleges fail to meet the complete financial need of a student, leaving the student with an unmet need (a gap)." To address this need, the foundation established this scholarship to help students. The application process is very simple. To apply a student sends an email request to fillthegap@sepaincorp.com and explains their need. Unlike the

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WHAT IS A "SEPA"?

Sports & Entertainment Promoters of America, (SEPA) Inc. was founded by attorney Thomas G. Hicks in July 1995 as a sports and entertainment management company in Norristown, Pennsylvania. SEPA, Inc. has been

in Maryland since 1996.

Currently, SEPA, Inc. is divided into three divisions: Sports & Talent Management (STM); Event Management & Promotions (EMP), and the SEPA Travel Club. The

philanthropic arm of the corporation is the SEPA Educational Foundation. The corporation provides complete consultation and management services to athletic and

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Thursdays @ Tom's Table

A monthly restaurant review submitted to SEPA by Tom Table

Joe Squared is part of the "North Avenue Renaissance" project in Baltimore, Maryland. You can now have dinner and enjoy the music of a local band, suck down some suds at the pub, and take in a comedy show, all within the 100 block of North Avenue. There are clear signs of redevelopment and gentrification in this part of North Avenue. Joe Squared has a cozy outside sidewalk that allows customers to enjoy the "view" and "action" of North Avenue. Joe Squared looks like an ideal college spot, but the restaurant attracts a diverse group of patrons. When you walk into the front door there is a small area where local bands play on the weekends. As you walk to the

hostess area (or stage) to get a table, you will notice some "funky" designed pizza boxes on the walls. I hear that Joe Squared is famous for their pizzas, but, I decided not to try any pizza until after this review. I did not want to get "caught up in the hype." This restaurant has been waiting for some time for other merchants to join them on this block; their survival is a testament to their "success." In fact, a second Joe Squared at the Power Plant is now open.

Joe Squared's menu offers a lot of varieties. My first visit was on a busy Friday night, the place was "electric." My guest and I took sev-

eral glances at the menu. I decided on fried calamari and a Reuben sandwich. I really like the fried calamari, but it was no match for the sautéed calamari that my table guest selected. In following, I tried the sautéed calamari, the spicy strawberry flavored buffalo wings, the "regular" buffalo wings, and the crab chicken sandwich. On each of my visits, I "tested" one of the hundred brands of rums. That was fun. I really like the "SQUARE". The food is delicious and affordable, and the service is great. Now, McDonald's and KFC have some competition on North Avenue

THUMBS UP FOR JOE SQUARED!!!

**Make a DONATION to the
SEPA EDUCATIONAL FOUNDATION
at www.sepaincorp.com**

**Our Brothers and Sisters Should Go To College and Worry About the Next Exam
and Not Whether They Can Afford To Come Back the Next Semester!!!**

GIVE TODAY

Donate on-line via paypal or major credit cards or mail your check to the foundation at:

Post Office Box 18783

Baltimore, MD 21206

SEPA TRAVEL CLUB

The SEPA TRAVEL CLUB offers destination and travel management services to individuals and corporate entities. Whether you want to take the kids to Disney World or plan a weekend excursion with office

mates, the SEPA TRAVEL CLUB can help get you on your way. We can save you hours of time and confusion by helping you plan your family reunion, class reunion, girl friend's getaway, networking

cruise, or other group trips. You can also make your own travel reservations by accessing the onetravel.com search engine at www.sepaincorp.com. Call the SEPA Travel Club at (800) 514-8915

GRW scholarship, a student is not required to attend a HBCU or HSI to apply. Students should note that the FILLTHEGAP scholarship will generally be awarded to students that need help paying for books or mandatory fees; student seeking "tuition" assistance should apply for a Goldsmith Rinzler Williams scholarship. The vision of the foundation is to help students pay for books or mandatory fees. For the fall 2011 semester, FILLTHEGAP scholarships ranged from \$260 to \$580, and all requests for scholarships were granted. Students attending Chowan University, Loyola University, the Pennsylvania State University, University of Texas, and University of Maryland Eastern Shore received a FILLTHEGAP scholarship. The next round of scholarships will be awarded in December for the winter semester. More information regarding the FTG scholarship program can be found at www.sepaincorp.com

SEPA ANNUAL MEETING



Honolulu, Hawaii

December 30, 2011–January 6, 2012

S.E.P.A. Inc. is looking for a few good people.

- ◆ Vice President, SEPA Travel Club
- ◆ Newsletter Editor
- ◆ Sports enthusiast
- ◆ Event promoters and planners
- ◆ Fundraisers to work with the educational foundation
- ◆ Sports agents and talent recruiters

Call (800) 514-8915

Buy and sell tickets with *TICKETNETWORK* at www.sepaincorp.com

Sports & Entertainment Promoters of America, Inc. recently joined an affiliation with the ticketnetwork that now allows friends of SEPA, Inc. and clients to buy tickets to concerts, shows, and sporting events in the Baltimore area or anywhere in the United States. The ticketnetwork was founded in 2002

and offers more than 7,500,000 tickets in its inventory for ongoing and upcoming events around the



country. The network currently has Ravens

and Redskins tickets. You can access the ticketnetwork at the "About Us" drop down at www.sepaincorp.com. Now, you can now plan your trip with the SEPA Travel Club, and buy your tickets for your shows and concerts from the ticketnetwork at www.sepaincorp.com.

SEPA Fundraiser at Grilled Cheese & Co.

Come out and support the SEPA Educational Foundation, by spending some dough at the Grilled Cheese & Co. restaurant on October 4, 2011. Our fundraiser is VERY SIMPLE. All you have to do on October 4th, when



you arrive at the register is to say that you are there to support the Sports and Entertainment Promoters of America, (SEPA) Inc. A whole lot of grilled cheese on October 4th, allows SEPA, Inc. to raise

funds for their scholarship fund. So, bring your friends to the Grilled Cheese & Co. restaurant at 500 Edmondson Avenue, Catonsville, Md. 21222, anytime between 11am and 9pm on October 4, 2011. Stop in for lunch or after work.

entertainment personalities; and provides event management and promotional services to those clients and the general public. The EMP Division offers event management and planning services from inception to completion. The EMP Division has a number of strategic alliances which allows SEPA to provide a wide array of services to individual and corporate clients.

The SEPA Travel Club , a free membership club, assists its clients and the general public with all their travels needs. The travel club plans to offer travel packages to events like the NBA All-Star Game, Essence Music Festival, and the Super

Bowl.

SEPA's Sports & Talent Management Division provides contract services and negotiation for sports and artistic personalities. Personnel in this group have drafted recording contracts; prepared publishing and merchandising agreements for artists and record labels; negotiated the contracts and fees for performances and shows, and have established publishing rights.

SEPA also provides legal services to its clients through the use of affiliations with outside counsel throughout the United States. SEPA also currently

owns an independent record label – Rhythm 4 All Records, and affiliates its Modeling, Casting and Dance Group with outside casting agencies. SEPA's most famous client, Anthony Henderson, was developed through MCD. Henderson who currently resides in Los Angeles, California, credits SEPA with getting him his initial start and providing him the first assistance to prepare for his first photo shoot.

SEPA combines the services of STM, EMP and the Travel Club to create a unique package of services. More information can be found at www.sepaincorp.com.

FOOTBALL MANIA

Football Pick em Starts on October 10th

The SEPA Sports Management Division begins FOOTBALL MANIA Weekly Pick-em contest on October 10, 2011. The object of Football Mania Weekly Pick-em is to select the winning teams for the coming weekend. Entries must be submitted on 9am on each



Sunday during the NFL football season. More information regarding the contest, can be found under "About Us" at www.sepaincorp.com. The weekly winner will be notified on the following Tuesday of each week. Prizes vary each week.

Plan Now for the Essence Music Festival

The SEPA Travel Club has organized a trip to the Essence Music Festival in New Orleans from July 6-9, 2012. The Essence Music Festival is an annual music festival celebrating contemporary African American



Music and culture. It is the biggest party with a purpose. STC has a 1, 6, and 10 month payment plan. So start planning your trip to the 2012 Essence Music Festival by calling STC at 800-514-8915.

**Sports & Entertainment
Promoters of America, Inc.**

**4219 Belmar Avenue
Baltimore, Maryland 21206
(800) 514-8915**

DONATE

SEPA EDUCATIONAL FOUNDATION

www.sepaincorp.com

SEPA ANNUAL EVENTS

Spring Dance
(foundation annual fundraiser)
Annual Mothers Day Brunch

Annual Crab Feast

Annual Spades Tournament

www.sepaincorp.com



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