

[Click here to skip intro](#)

READ THIS PAGE BEFORE GOING FURTHER!

Greetings

**Welcome to The Ebony Cactus magazine
for April 6, 2004.**

**In that many of you are new readers,
we thought we would provide
a few hints on the best way to use the magazine.**

Hint #1. DOWNLOAD FIRST THEN READ

If it is possible to download (**save**) the magazine
onto your computer's desktop

DO SO!

Then reopen using Adobe Acrobat or Acrobat Reader 5.0 or better.

You will find this makes the magazine far easier
to read and all of the hyperlinks work.

Also, since the magazine is now on your desktop,
you don't have to go back to the web to read it and
you can now send it to a friend if you like

**Hint #2 AFTER YOU DOWNLOAD AND REOPEN, THE
HYPERLINKS WORK**

If your system is configured properly and the Internet is on,
clicking on a hyper (web) link will send you by way of your default browser
to that page. Give it a try by clicking here----->*

Hint #3 USE THE JUMP BUTTONS TO NAVIGATE

The purpose of the Jump Buttons is to
make it easier for you to navigate around the document.

For example, whenever you see the word "**INDEX**" by itself, click on it and it will
jump you back to the index. Also, the index lines will jump you directly to the
article etc.

Ok, lets try this: Click here-----> *

Excellent!!!
You are now ready to enjoy
this issue of
The Ebony Cactus magazine.
[Click here to jump to cover page.](#)

[Click here to jump to the index](#)

THE EBONY CACTUS

magazine



Vol 3. No. 7
April 6, 2004
A New Perspective
on Business in the Southwest

www.TheEbonyCactus.com

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Angela Brooks

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With 46 editions totalling more than 1,100 pages posted,
The Ebony Cactus is
the single largest, free, non-governmental
on-line, source of information on
minority businesses
in the Southwest United States*

www.TheEbonyCactus.com

*According to our estimates

The Ebony Cactus magazine
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Cactus Internet Radio

Drawing
for free air time
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The Ebony Cactus welcomes our newest writer, Dr. Theresa Bey . She is an Education Ambassador who speaks and writes about Education "A Moment in Education" is a monthly syndicated column © 2004 www.theresabey.com

Dr. Bey's career includes work as a classroom teacher, school administrator, education professor, educational researcher, Senior Fulbright Scholar and author. She is a recognized lecturer on educational issues throughout the U.S and abroad. An all-around educator, a teacher's teacher, she takes pride in having award winning school-community publications among her accomplishments. **Pg. 18**

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Moving Up



NEW YORK BASED SUITABILITY APPOINTS DENISE MAYO MOORE AS NEW EXECUTIVE DIRECTOR

Ms. Moore has a Masters in Community Development and a solid background as an Executive Director with non profit organizations that deal with women's issues and homelessness. Ms. Moore has worked on three county-wide welfare-to-work grants, which exceeded expectations.

SuitAbility provides intensive job readiness training programs and seminars that are flexible, responsive and tailored to the needs of the ever changing corporate and employment environment.

Denise Mayo Moore, Executive Director-SuitAbility

T.E.C. Support

T.E.C. Support is where you can get good answers to simple business questions from an expert. If you have a question, submit it to TEC@theebonycactus.com or by regular mail to P.O. Box 24982, Tempe, AZ 85285-4982. To introduce this new feature to you, this edition we asked a few business leaders in Phoenix Arizona to respond to some of the common business questions:



Rod Lasley, Supplier Diversity Development Coordinator for Arizona Public Service Corporation (APS)

Most commonly asked question: How do I as a vendor register to provide my services to APS?

Response: Go to our website www.pinnaclewest.com, then to Supplier Diversity and fill out the electronic Supplier Information Sheet. This information will be referred to the end user in the company.



Marquis Scott: Director of Marketing and Sales, Greater Phoenix Black Chamber of Commerce

Most commonly asked question: What are the benefits of the Black Chamber of Commerce?

Response: We exist solely to facilitate the empowering of small business, specifically those minority business that want to enhance what they already do. We help them get ready to present their company to others. We make introductions between them and potential new partners and/or customers. We make them aware of what is going on in the Valley (Phoenix) or the State (Arizona) that might present new opportunities for them.



Ron Williams: President Grand Canyon Minority Supplier Development Council

Question: What is the greatest single need for minority business?

Response: It depends on what business they are in. If they are in construction, there will be bonding issue. If they have products or services, they need to know systematically what have been the barriers in the their industry. Education is key. The resources are available. **TEC**

Angienuity

In the Federal Government You Can Trust

by Angela Brooks

Uncle Sam Wants You! Remember that slogan? Having operated as an entrepreneur for some years,

I've come to know that the government wants more from businesses than their money. The Federal Government wants them to enjoy continued prosperity. Hence, businesses and government both share in the benefits if growth is nurtured.

When small businesses think of the Federal Government, mental barriers walls go up because of the dreaded "paperwork and red tape" process associated with the government. Being aware of and adhering to Federal labor issues/laws, miscellaneous filing requirements and taxes need not keep businesses from attaining governmental assistance. The Federal Government can play a vital role in promoting small business success. Most people are aware that the Federal Government assists with loan guarantees. However, many are not aware of the technical assistance, procurement opportunities, technology transfer, grants and many other means by which the government assists business growth.

The SBA (Small Business Administration) is a champion of small business and not the Big bad Wolf as it is often portrayed. The main offices are located in Washington, D.C. Branch offices can be found in most every major city in the union. The SBA provides business owners with access to financing that might not otherwise be obtained through their local bank or credit union. The reason is simple. Commercial banks, typically discourage lending to business owners or individuals who have less than stellar credit, sufficient collateral or require longer periods of time to repay a loan. As a general rule, businesses that have been in operation for a period of less than 5 years often find it difficult to obtain financial support from traditional lending institutions. On the brighter side, there are many programs where the Federal Government offers assistance including the Caplines Loan Program, LOWDOC Loan Program and the Basic (7)a Guaranty Business Loan. Especially for minority & women owned businesses, these types of loans can be a saving grace to a fruitful financial beginning. To you be the victory in business and life!**TEC**



Editorials

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Living in America

by George B. Brooks, Jr. Ph.D

Knowledge + Need = Opportunity

Keep it Super Simple -Unknown

As entrepreneurs, we are always looking for new business opportunities. To me, an opportunity is "the possibility for a positive outcome due to a favorable combination of circumstances." It has been my experience that opportunities are created when things change. For example and as suggested by Harvard University:

- A merger or acquisition.
- The launch of a new product or service.
- A new leader.
- A new technology.
- Downsizing
- A new contract

Circumstances that create change generate the need for new ideas, resources and concepts, and in fulfilling this need, comes opportunity. For example, take a look at the article on the San Diego Black Contractors Association ([TEC September 20, 2003 page 17](#)). Now according to the president Abdure-Rahim Hameed "San Diego does not have a very aggressive equal opportunity contractor program." Therefore, unlike many cities, in San Diego there is no statutory requirement nor institutional commitment toward improving supplier diversity on new contracts. However, a solutions to this challenge was simple. In general, people do business with people they know and trust. So the Black Contractors created a program called Working Individual Needs (WIN) where they host workshops and mixers where small and large contractors mix to breakdown some of the historical and stereotypical barriers.

Here is a second model. In 1964, a young African American minister in Phoenix Arizona, saw that children were failing in later grades largely due to the lack of early childhood education. He believed that preschoolers enrolled in focused educational programs would get a "head start" on life long learning. What he did was use a tutoring program at his church as the model and write a grant to expand the concept. Today, what became Head Start is one of the most successful educational programs in the history of the United States, all because of a little program at 1923 East Broadway Rd., in South Phoenix that still exists today.

Knowledge + Need = Opportunity. So here is a challenge for you. The next time there is a pre-bid conference for a contract that is way beyond your reach, go to the meeting anyway, see who are the prime contractors bidding on the job and create your own WIN program by introducing yourself. You might be surprised at the Head Start it will give you. Enough for now, on with the show.**TEC**

Just the Facts!



**African Americans
and HIV/AIDS**

- √ 1 out of 3 young African American men between the ages of 25-44 dies due to AIDS related complications!
- √ African Americans only make up 3% of Arizona Population, But 12 % of the states HIV/AIDS Cases!
- √ African American women are 20 times more likely to have AIDS Than non African American Women!

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TECNews

NUMBER ONE LEADERSHIP PROBLEM IN AMERICA SOLVED IN NEW BOOK

Revolutionary approach to conflict uncovered in 'Firing Fido!: How Radically Redefining Loyalty Unleashes True Leadership in Everyone's Work and Life'

Phoenix, AZ – "I just wish my boss would tell me what he wants and then get off my back and let me do it!" . . . "Why don't my friends and family just trust that I know what's best for them?" After 15 years on the front lines of the corporate world, Chris Kozakis addresses both of these frustrations head-on in his new leadership book, *Firing Fido!: How Radically Redefining Loyalty Unleashes True Leadership in Everyone's Work and Life* (Trafford/January 2004). Kozakis chronicles the real-life struggles of many clients and co-workers as well as his own, and describes how they overcame their difficulty with handling conflict to transform their lives. Even *Fortune* magazine agrees that ineffective handling of conflict is the number one leadership problem in America.

The ability to confront obstacles and provide higher value to employers is now crucial to the job competitiveness of the 20 million white-collar professionals working in American companies. They face an uncertain economic environment with the pressure to deliver more with fewer resources, as well as dealing with the current trend of offshoring many technical and service jobs to places such as India.

Firing Fido! motivates people to take action in their work lives by addressing what they struggle with most – confronting others and themselves. Kozakis' revolutionary approach to conflict – healthy confrontationSM – removes the obstacles that 'dog' them and block their success. The canine metaphor, utilized in a bite-sized storytelling style throughout the book, illustrates how overloyalty (dog-like devotion) can get in the way of performance and success. Kozakis shows readers how to take charge of change and take full responsibility to achieve career performance they never thought possible.

This book goes further than other Business/Life motivation books. It connects peoples' personal and professional lives and incorporates the real-world organizational challenges they face. It also equips readers with innovative, step-by-step tools to escape their traps. *Firing Fido!* uses examples ranging from the hilarious to the horrific and describes how anyone can become a 'Conflict Master'.

Kozakis is an expert on conflict within business workplace settings. He is a former executive who applies

the principles of healthy confrontationSM and personal accountability to both organizational transformation and people transformation. Kozakis has seasoned experience in strategic planning and reengineering with Fortune 500, mid-size and startup companies. He founded and managed all aspects of his own business, ranging from sales to service delivery, and earned an M.B.A. from UC-Berkeley.

AMBER COMMUNICATIONS GROUP, INC. FINALIZES HISTORIC AGREEMENT BETWEEN THE AFRICAN-AMERICAN BOOK PUBLISHING HOUSE AND BARNES AND NOBLE

Phoenix, AZ - AMBER COMMUNICATIONS GROUP, INC. (ACGI) imprints (Amber, Busta, Colossus, Ambrosia and Amber/Wiley Books) has recently finalized an unprecedented pact as the first African-American book publisher to sell its titles directly to the Barnes & Noble Bookstore chain.

Tony Rose, Publisher and CEO of ACGI and Marcella Smith, Director, Small Press and Vendor Department of Barnes & Noble, firmed up this historic agreement between the two companies after Rose addressed the issue of "racism in bookselling" during the 2003 Book Expo America.

Following a series of phone meetings and e-mails between Rose and Smith, the two agreed to market and distribute the ACGI book titles directly to the two hundred Barnes & Noble stores located in every United States city and town closest to the African-American communities.

Tony Rose stated, "Usually African-American publishers have to go through distributors, such as: Publishers Group West, BookWorld, Levy's and Anderson's in order to supply national chain stores, including Barnes & Noble, Walmart, Target and Borders".

Rose continued, "This would mean that along with, and including wholesalers, such as Ingram and Baker & Taylor, the revenues would be split in four different situations with the publisher receiving their share last because of the returns that may, or may not be incurred; and usually the publisher's percentage is on the low end of the monies received. Most, if not all, of the major publishing houses do business with Barnes & Noble the way we are doing it now".

News continued on page 23

Can you use 5 free minutes of internet radio time to promote your business? If you can, read page 16

BizNet Calendar

Arizona

April 15

South Mountain/Laveen Chamber After 5 Mixer

Location: South Mountain Village, Phoenix. Time: 5:30 p.m. - 7:30 p.m. The mixer will be held at the South Mountain YMCA at 222 E. Olympic Dr. The SM/L Chamber meets every 3rd Thursday. Location varies.

April 16

Black Women's Task Force 16th Annual Conference

Location: Tucson. Registration begins at 7:00 a.m. The conference will be held at the Radisson Tucson City Center, 181 W. Broadway Blvd. To attend contact Edria Johnson at 520-296-5370.

April 21

Business Technology Forum

Location: Downtown Phoenix. Time: 7:30 a.m. - 9:00 a.m. This event's topic will be; "Creating a retention culture in a short-timers world". Speaker- Marnie Green, Principal Consultant, Management Education Group. The Arizona Club, 201 N. Central Ave., 37th Floor. www.phoenixchamber.com

April 30

University of Arizona Black Phenomenal Woman Award Dinner

Location: Tucson. Time: 6:00 p.m. Reception followed by dinner and awards at 7:00 p.m. in the Grand Ballroom. The Honoree for this event is Saundra Taylor, Senior Vice President of Campus Life. To attend contact: Tina Johnson at 520-621-4407 or email: tina@uarizona.edu.

Professional Women's Roundtable

Location: Phoenix. Phoenix Chamber of Commerce Board room, 201 N. Central Ave., 27th Floor (meets every 1st Tuesday) Call: 602-495-2195 or visit www.phoenixchamber.com/out_events.cfm.

May 7

Congressman J.D. Hayworth's Congressional Minority Business Summit

Location: Arizona State University, Memorial Union, Tempe Arizona, Arizona Grand Ball Room 2nd Floor 9:00 a.m. -11:00 a.m. Guest Speakers (subject to change) Congressman Donald A. Manzullo, Chairman of the House Small Business Committee, Hon. Ronald Langston, Director, Minority Business Development Agency, U.S. Department of Commerce, Rob Melnick, Director Morrison Institute, Associate Vice President of Economic Affairs and Public Policy ASU. Please RSVP to Victor Daniels at 480-926-4151.

California

April 25

San Diego Regional African American Chamber of Commerce Monthly Luncheon

Location: San Diego. Time/ Location Varies. Luncheons regularly feature local professionals as Guest Speaker. Cost; (normally) \$18 for members (tax deductible) and \$20 for non-members. Please RSVP. For more information phone: 619-262-2121 or e-mail: Info@sdraacc.org: www.sdraacc.org

April 29-30

Minorities in Special Events Conference

Location: Long Beach. This two day event will be held at the Renaissance Long Beach Hotel. For more information e-mail : minoritiesinspecialevents-subscribe@yahoo.com.

Continued on the next page

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Continued from the previous page

Nevada

Las Vegas Urban Chamber of Commerce Monthly Luncheon

Location: Las Vegas. Time/Locations/ Guest Speaker varies. Fee: \$20 for members; \$25 for non-members and all walk-ins. RSVP recommended. For more information call: Phone: 702-648-6222, Fax: 702-648-6223 or E-mail: info@urbanchamberlv.org. Sponsored by UCC.

Southern Nevada Black Nurses Association (SNBNA)

Location: West Las Vegas. Time: 11:00 a.m. Meetings are held on the second Saturday of each month and at the West Las Vegas Library. The President is Donnetta Miller-Kyle, RN, BS. Contact the SNBNA at P.O. Box 270586, Las Vegas, Nevada 89127. Phone: 702-615-3575; fax 702-645-4708: www.snbna.org.

Professional Black Women's Alliance

Location: West Las Vegas. The Women's Alliance meets the second Saturday of every month at the West Las Vegas Library. The address is 951 W Lake Mead. To attend call: 702- 631-0000.

July 22

The Delta Sigma Theta Sorority 47th National Convention

Location: Las Vegas, July 22-28. For more information call: 202-986-2400 or visit the website at: www.deltasigmatheta.org. Email: dstemail@deltasigmatheta.org **TEC**

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<http://www.bizstats.com>

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Five (5) free minutes of internet Radio time to promote your Business could be yours!

Click here to jump to page 16

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Wanted: 2004/2005 Training Extravaganza Participants

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Trainer/ Seminar / Workshop Presenter seeks audience to instruct. Audience must be located in continental United States -preferably Arizona, Nevada or Southern California. Group size should be not less than 10 and not more than 100. Attendees should be proactive and eager to learn. Eligible participants include but are not exclusive of: manufacturing employees, line managers, public and charter school staff/ educators, community organizations, municipality employee teams and chamber members. Learn more about this awesome opportunity to strengthen or grow your business, work team or organization contact the presenter at:

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Ebony Cactus Magazine

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The Greater Phoenix BLACK CHAMBER OF COMMERCE

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Knowledge is Power
 San Diego Regional African American Chamber of Commerce Small Business Workshop Series. Session #1
 Do you know your industry?

The business environment is fast-paced and truculent. For business owners and corporate officers, keeping up with demographic shifts, historic changes in customer service practices and the demands of a new buying culture (the 21st century American Latino population) can be overwhelming.

Terri L. Fraser, MBA, was the guest presenter at a recent San Diego Regional African American Chamber of Commerce - Small Business Workshop Series, is a Certified Information Research Professional and Independent Consultant to the San Diego Small Business Development & International Trade Center. The workshop was entitled - **Do You Know Your Industry: Six Steps to Help You Learn About Your Industry.**

Recognizing and effectively addressing the growth, profitability and general competitiveness of an organization is often last on the agenda. "These areas of concentration should be a high priority in every organization," said Fraser. To be sure, the competition will prioritize these areas accordingly. As an Independent business consultant, Terri offers services to enterprises from feasibility studies to small business funding acquisitions. During the workshop Fraser said, "new and existing enterprises are always interested in increasing sales which is a primary issue for many small businesses."

Continued on page 23



Terri L. Fraser MBA Speaker on Small Business Develop and Chida Warren of the Chamber share a moment.

Ken Clark Small Business Development Coordinator for the Southwestern College Small Business Development and International Trade Center.

Index



Presenter Greg Piel discusses the x IRA

Greater Phoenix Black Chamber of Commerce Small Business Workshop

Responding to requests from the membership, the Greater Phoenix Black Chamber of Commerce began an Educational Forum Series on financing small businesses on Thursday April 1st, 2004. This series will include seminars on:

- Financing Your Small Business
- Are You Using Your Personal Credit or Business Credit
- Access to Capital for Today's Entrepreneur



Chamber President **Cody Williams**

Attended by about 15 business owners, the first seminar; "[Exit Strategies and Retirement for the Small Business Owner](#)" was facilitated by Carla Lindsley and a team from American Express.

According to Greg Piel, the principle presenter for the evening, "we came to help the members of the Greater Phoenix Black Chamber of Commerce understand what their options for retirement plans are. These seminars are done on demand across the state."

"I thought it was a great workshop," said Eddie Blackwell a Chamber member and participant. "I learned a lot about the various types of IRAs and I now understand more about 401Ks as well. It's been more informative than anything I've ever seen. I see why it pays to be an employer rather an employee." **TEC**



Facilitator **Carla M. Lindsley**, American Express Financial Services



Inspiring innovation through your Supplier Diversity program

by George B. Brooks, Jr. Ph.D.

The best business relationships are built on common goals and compatible corporate cultures. In this day of Supplier Diversity and Relationship based procurement, what is the best way to work with minority owned firms? The challenge to be overcome is the false belief that the cultures of minority firms and majority corporations are very different. In reality, they share a number of key cultural values including creativity and through it, innovation. For example, throughout the history of Blacks in America, it was creativity and innovation that allowed the Black community to survive and progress despite slavery, Jim Crow and institutional racism. So ingrained are these values that there is even a name for it, "Making a way from no way." Translating this term from the Black Church into modern lingo, it suggests that; "We are going to innovate our way out of whatever problem we face. If there is no way to turn, we will make one."

So, how do you integrate this dynamic cultural influence into your company? The nucleus of one way of accomplishing the task is demonstrated by the U.S. Government's Small Business Innovative Research Program (SBIR) and by Microsoft. It is said that innovation is creativity focused. In summary, Microsoft holds contests on who can develop the best new application of Windows and then invests in the winner. In a similar manner, Federal Agencies identify a broad spectrum of national research problems and then invite small companies to innovate solutions. Feasibility studies of the best solutions are then funded with the possibility of second stage financing if the idea shows significant promise.

Innovation within your company can be inspired through incorporating a SBIR like process into your Supplier Diversity program. The framework is already there. It is likely your company already puts RFPs out for bid. The fundamental difference is that this new RFIP (Request for Innovation Proposal) would request innovative solutions for company challenges from minority firms and fund the best ones. This process would help to capture the best solutions for your company's problems and generate the best ideas to move it forward while building new supplier and partners.

Today, in the 21st century, American corporations are searching around the world for the best resources. It is good to know that one of the most valuable is right here at home. **TEC**

What We Do

**Life Strategies Consulting
&
The Ebony Cactus magazine**

provide

Training, Information, Strategic Solutions

in

**Human Resources
Supplier Diversity
Business Management
Creating Opportunity
Creativity & Innovation**

to

Minority Businesses & Fortune 1000 Companies

through

Cactus Radio TEC Magazine Seminars ProServices

resulting in

VALUE

through

Knowledge

Knowledge is "Information that can be used." The mission of The Ebony Cactus magazine and Life Strategies Consulting is to provide the knowledge that makes opportunity possible.

Innovation

Creativity is a critical shared cultural value between minority communities and American business. Harnessing this growing pool of creative and unique thinking through the process of innovation will be the driving force for business opportunity and growth in the 21st century.

International Exposure & Access

Thousands of minority and majority business leaders, professionals and owners read The Ebony Cactus magazine and will listen to Cactus Internet Radio



The Drawing

To celebrate the advent of Cactus Internet Radio, The Ebony Cactus magazine is giving away **FIVE (5) minutes** of free on demand "air" time (interview format) to promote your business, posted for one (1) month on the Ebony Cactus web site, and a free 1/4 page ad in the two corresponding (2) consecutive issues of The Ebony Cactus magazine.

The Product

Cactus Internet Radio is a revolution in the minority business media, the first on-demand audio minority business program available around the world on the World Wide Web. Pulled from the pages of The Ebony Cactus magazine, there will be on-demand click to listen audio (high speed internet connection recommended) reports on business activities across the Southwestern United States including:

Events, BizTips, T.E.C. Support Breaking, Business News, Roundtables, Success 101, Business Profiles, Financial tips and interviews with public and private leaders focusing on business and more.....

Updated frequently and available 24/7, Cactus Radio is fully PC and Mac compatible using universally available programs such as iTunes and Windows Media Player. Streaming real time events will be available in the near future.

Who's Eligible

Two types of businesses are eligible for this drawing:

- Businesses with a 51% or greater women or minority ownership.
- Any small business of with annual income of less than \$500,000 annually.

The Rules

1. **Two key phrases** are located somewhere in the April 6th (this issue) and April 21st editions of the Ebony Cactus magazine. Minority businesses look for the phrase; "**Harnessing innovation.**" Small businesses look for the phrase; "**Capturing creativity.**" **A business may enter in one category only and one entry per business.**
2. To qualify for the promotional air time drawing, send a printout of the page from one of the two issues with the key phrase for the category your business qualified for on it and a business card postmarked by May 6th 2004 by regular mail to The Ebony Cactus Drawing, P.O. Box 24982, Tempe Arizona 85285.
3. The drawing is limited to the listed categories of businesses in Arizona, Las Vegas, Los Angeles metropolitan area and the San Diego metropolitan area.
4. A winner will be selected by a random drawing on May 15, 2004 and notified by certified mail of the award by May 20th 2004.
5. The Ebony Cactus magazine will arrange for a recorded interview with the company and post the program on the www.theebonycactus.com website on June 6 2004 for 30 days.

Important Note: The key phrases are NOT on this page.

Cactus Internet Radio is a revolution. It gives the user not just 5 minutes of time but instead 5 minutes multiplied by the number of times it is downloaded over a 30 day period. With an interesting message, the total listenership could be astounding.



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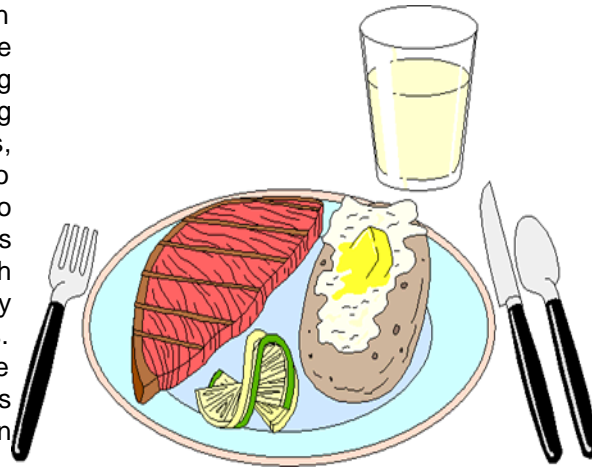
Harnessing innovation

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A Moment in Education

by Theresa Bey Ph.D.
(see bio on page 4)

The spotlight today is on good health. Therefore there is increasing concern about changing eating habits. Sometimes, more effort goes into reversing bad habits than into effort to try new experiences in eating healthier foods such fruits, vegetables, dairy products, meats and grains. These sources have the nutrients most health experts suggest eating fresh and in balanced portions.



Pressed for time to cook fresh foods, busy people buy prepackaged, canned or frozen items. They often overlook ingredients listed in small print on labels. This ignores an old saying, "Always read the small print." Instead, labels get attention showing "low sugar" or "less fat" in big letters. These markings are perfect for ordinary shoppers. Although imperfect for choosy shoppers who wonder if "low" or "less" ingredients are replaced with quality substitutes.

Normally, substitutes for sugar please the palate, as well as teach the tongue to enjoy a sweet taste. Once the appetite is satisfied, people seldom think about artificial sugar fooling their taste buds. Those who dislike being fooled may prefer to know the names of substitutes. Others will probably want their palate to like the taste of natural foods without synthetic substances. Also, some will not object to eating foods that contain additives.

An interest in teaching young people about ingredients in food is expanding. Consumer science teachers tell them about substances that keep foods dry, crisp and fresh. They cover topics on additives that cause water and oils to remain together and restore color to processed food. Plus, they see a need for everyone to learn about substances in low calorie products and the preservatives used to prevent bacteria.

Overall, the benefit of watching nutrition involves choosing the right foods. Good meals include consideration in planning for sustenance, weight loss or fitness. A positive step, remember healthy eating calls for satisfying the appetite with nutritious foods. Likewise, a change in eating habits is one way to control your health, so teach the enjoyment of wholesome foods to your taste buds. **TEC**



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New Readers Survey

<http://www.surveymonkey.com/s.asp?u=46093407691>

Dear Reader. Here at the Ebony Cactus magazine, we are seeking to improve our service. Your filling out this survey will help us build a better resource for you. To this end, we have two new services to help empower you and your business.

1. The Ebony Cactus Professional Business Seminar Series.
2. Cactus Internet Radio.

What we need to know is what you would like us to present using these two new vehicles.

1. The purpose of The Ebony Cactus Professional Business Seminars are to present information on needed business skills at a level of detail greater than can be provided in The Ebony Cactus magazine. What we need to know is what you need to learn.

2. The second new service is Cactus Radio. Pulled from the pages of The Ebony Cactus magazine, the on-demand click to listen web radio program reports on minority business activities across the Southwest United States. Which of the following programming selections would you find most interesting and useful?

- Events/Conference excerpts
- BizTips
- T.E.C. Support (your biz questions answered on air)
- Breaking Business News
- Roundtables
- Success 101
- Business Profiles
- Financial tips
- Interviews with public and private leaders focusing on business.

Here is the URL. Thanks for helping us improve our service.

<http://www.surveymonkey.com/s.asp?u=46093407691>

Thank you Arizona Parenting Alliance
From All of Us at The Ebony Cactus magazine,



Kicking it up a Notch for 2004
www.TheEbonyCactus.com

Conference Call

UPCOMING MULTICULTURAL CONFERENCES AND SEMINARS FOR PROFESSIONALS IN 2004

Courtesy of Multicultural Marketing

APRIL

Apr 19 "The Matrix Awards: Women Who Change the World," NYC, New York Women in Communications, Inc., 212-297-2133

Apr 19-20 "11th Annual Director Days Conference," NYC, The DMA, 212-768-7277 x 1500

Apr 21-23 "16th Semi Annual AHA Conference," Miami, Association of Hispanic Advertising Agencies, 703-610-9014

Apr 22 "A Celebration of Diversity - Annual Awards Banquet," Washington, D.C., National Association of Minority Media Executives (NAMME), 703-288-6501

Apr 22-24 "52nd Annual National Alliance of Market Developers Conference," NYC, NAMD, 212-685-4033

Apr 22-24 "Passport to Media and Marketing: Innovations, Strategies and Trends," NYC, National Alliance of Market Developers, Inc., 215-424-1412

Apr 23-25 "Sweet Auburn Spring Fest: Multicultural Street Festival," Atlanta, The Friends of Sweet Auburn, 404-886-4469

Apr 25 "Fiesta Broadway," LA, All Access Entertainment, 310-914-8308

Apr 26-28 "Multicultural Branding," NYC, IQPC, 212-885-2759

Apr 27-28 "The 2004 Annual Diversity Conference: Building Organizational Capability Through Diversity," NYC, The Conference Board, 305-531-1518

Apr 29-30 "Minorities in Special Events Conference," Long Beach, CA, The Community Chest Productions, 310-330-0540

Apr 29-May 2 "NMCI's 19th Annual National Conference - Diversity and Coalition Building in Times of Crisis: At Home and Abroad," Bethesda, MD, National MultiCultural Institute, 202-483-0700 Ext. 232

Apr 29-30 "Minorities in Special Events Conference," Long Beach, CA, Community Chest Productions, 310-330-0540

Future Editions of the Ebony Cactus

Publication date	Issue Focus
April, 2004 6 21	Education
May, 2004 6 21	Travel Industry Innovative Businesses
June, 2004 6 21	Spas and Resorts Publishing Industry
July, 2004 6 21	Human Resources Technology
August, 2004 6 21	The Arts Law
September, 2004 6 21	Entertainment Medical
October, 2004 6 21	Power Networking Policy Makers
November, 2004 6 21	Non Profit Organization Marketing
December, 2004 6 21	Holiday Gift ideas Annual Index

For advertising information, contact Susan Morris at TEC@theebonycactus.com

News continued from page 8

Rose launched Amber Books Publishing in January 1998 with "Is Modeling for You? The Handbook and Guide for the Young Aspiring Black Model" written by Yvonne Rose and Tony Rose.

Having won numerous publisher and press awards including: The Chicago Black Book Fair and Conference Independent Press/Publisher of the Year Award, The 2003 Blackboard Bestsellers African-American Publisher of the Year Award, the 2003 American Library Association "Reluctant Reader Award", and an award winning website WWW.AMBERBOOKS.COM, it seems that what was intended to be a one-book self-publishing project has evolved into the Nation's Largest African-American Self-Help and Career Guide Book Publishing House.

According to Rose, "Our focus is on self-help books written for and by African-Americans offering knowledge and information relating to every day living and career choices".

Snapshots continued from page 12

Attending the workshop were entrepreneurs, most in business an average of three years. Attendee businesses ranged from product branding to human resources. Fraser's message was a recurring one - keep up with industry information. "Industry is a group of businesses that provide similar goods or services and small businesses should seek to understand their industry through informed research. It is important to identify your industry and to make informed decision based on research, trends and information gathered so that you'll know the best products to offer," Fraser stated.

Fraser expressed that businesses must be aware of customer buying practices, competitor industry trends and changes. Equally and as a gauge, Fraser feels it is highly important to know what products competitors are offering and how much business they are receiving. Workshop attendees were encouraged to join trade associations, read industry publications, attend and participating in trade shows and determine the risks and legal issues associated with an industry.

To increase business via research, Fraser recommends identifying industry specific information through sources such as the North American Industry Classification System (NAICS) www.census.gov/epcd/www/naics.html.

Get Connected:AZ Business Assistance

EC BEST- BUSINESS INFORMATION

Arizona Business Connection
3800 N. Central Ave. Bldg D Phoenix, Az. 85012. 602-280-1480 1/800-542-5684

Why Advertise in The Ebony Cactus

- 1. Demographics:** Part of the mission of The Ebony Cactus magazine is to showcase African American businesses to all who could use their services. The magazine's format is simple, open and easy to read. The content is focused on people and issues that will be both interesting and valuable to both small and large business. In this case, small business people include both those whose full time occupation is their business and those who may have a full time job, but work their own businesses on the side. These are large demographics. Free access to the magazine via the internet also works to increase the number of eyes viewing the magazine.
- 2. Capacity Building:** To "Build Capacity" is to increase a business' ability to do more and to overcome barriers to its growth. One way to accomplish this goal, is to build synergistic relationships with other successful firms and/or workers in an industry segment. The Ebony Cactus is a source of timely and comprehensive information about what African American businesses are doing and what services they offer. This information will give you the data you need to increase the capacity of your business and improve your ability to grow.
- 3. A New Application of Established Technologies:** Unlike a web based Ezine, The Ebony Cactus does not dwell on the net. Instead, like any print magazine, is sent directly to the reader. There it resides on their computer desktop just as a newspaper would reside on the reader's kitchen table. From there the magazine can be read at any time. Macintosh and P.C. users can view it equally well. If so desired, copies can be made by the reader for their personal use. Add to this the ability to hyperlink (weblink) directly from the magazine. Now the direct link to your website can travel with The Ebony Cactus wherever it goes.

The Ebony Cactus magazine is a powerful source of potent information for small and large businesses alike. We encourage you to use this service and allow us to help your business grow. If you would like to know more, drop us a line at: publisher@TheEbonyCactus.com. Let us help you Make It Happen!

Can you use 5 free minutes
of internet radio time to
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Knowledge is power. The Ebony Cactus magazine offers knowledge. Empower your associates. Tell them

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