

THE EBONY CACTUS magazine

Vol. 1. No. 2 April 2002

An African American Perspective on Business



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www.TheEbonyCactus.com
Making it Happen!

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3. Download from the web page

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Making it Happen!

What a Month!

Thank God and Thank You. The past month has been a wonder. Word on the Cactus is spreading fast. First, our thanks to the Phoenix Business Journal for a great write up on The Ebony Cactus (March 22nd, Pg 12, phoenix.bizjournals.com). Thanks also to the Tucson Black Chamber of Commerce for spreading the word on us to your members. It seems after downloading the magazine many of you sent a copy to 10 or 20 friends. The Ebony Cactus exist and judging by the apparent pass along rate, many of you like what you have seen. Most importantly, a number of those brave souls who chose to advertise or to be profiled in our first edition are getting phone calls and new business.

Lessons Learned

One good thing about the internet is that it is fast. You were able to let us know your needs quickly and what you would like to read. Some requests we can not fulfill, at least not at this moment; others we can. For example, in our profiles sections, major corporations want to know more about your abilities and your experience. So over the next few months we will be adjusting how the profiles are presented. Conversely, you want to know what you need to do to qualify as a vendor or outsourcer to a major corporation. To meet that need, we have developed an exciting new feature called: "**How to do Business with:**". Every month we plan to present an article detailing how you can qualify to do business with a different major corporation, municipality, government agency or tribe. This month, How to do Business with: Arizona State Agencies.

More New Features

We have new features in the works beyond "**How to do Business with**". First out the box is Legacies. We are all standing on some ones shoulders. Over the past 50 years, a cadre of Arizona African American business men and women built the foundations for where we stand. The names of **Dr. Lincoln Ragsdale Sr., Jackie Berry Sr., and Travis Williams Sr.**, immediately come to mind, but there were many more. The Legacies series will tell their stories and examine the meaning and impact of their achievements.

Reading The Ebony Cactus at Work

The Ebony Cactus magazine presents information that can aid you in being a better employee or employer. It showcases service providers that can help your company do business. It needs to be read both on and off the job. It needs to be read, not only by you, but by your co-workers and your boss as well, no matter what ethnicity they may be. We are now in the "Idea Economy" and the more knowledge that is shared, the better off we all are.

Monthly or Semi-Monthly?

The response to the "Cactus" has left us with a bit of a dilemma. Do we publish monthly or semi-monthly (twice a month)? We are being sent a lot of time sensitive information that often can not wait a month for our next issue. There are also so many of you to showcase and new features we wish to offer, that to do you justice, the magazine will need to be either larger or published more often. Drop us a line, tell us what you think.



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Angienuity

By Angela Miller-Brooks Publisher

Paradigm Shifts through Creative Visualization

Ever wonder how great leaders and common folk of the turbulent sixties created change? Why not take that one step further and consider your self as an example. Just how did you accomplish your goals and place in life? I would lay a hefty wager that at some time you envisioned change and made a plan. On a personal note, our daughters recently watched a popular video where the main character expressed a need to develop a paradigm shift. In the teenage language, he was expressing a need to "Change the Game." Reluctantly, I watched the program along with them. I was not very happy about how the message was relayed. I thought it was sending negative signals. Since communicating with a teen can be much like performing brain surgery, I proceeded carefully. I visualized my expectations for our conversation and approached the dialogue with care. To my surprise, I discovered they got the right message.

Creative visualization isn't some exotic, bizarre human function reserved for the idle rich or eccentric. Everyone applies it to attain some meaningful objective. One could debate whether the behavior is learned or instinctual. Either way, when consciously used it can be a powerful vehicle for developing paradigm shifts in relation to family, community and career. At the Ebony Cactus we embrace the ability to **Make it Happen through creative visualization.**

The term "paradigm shift" was revealed to me some ten years ago when I worked as a para-professional with a Fortune 50 company. My challenge as an employee trainer was in developing a sense of real change among their employees in work behaviors and practices. The expectation was a calculated "Return on Investment (ROI)" that was higher than they'd received in the past. The Ebony Cactus hopes to gain a ROI for its efforts as well. We'd like our readers to embrace our efforts of the development of a clear, concise and business conscious magazine.

Arizona now offers many opportunities that may not have been present in the past. We've taken on the responsibility to inform you of those opportunities by utilizing the Internet. Our challenge is in creating a paradigm shift with our readership and changing the assumption that there can only be one primary form of Black communication. You could call it thinking beyond the box. Enjoy!

Living in America

By George B. Brooks, Jr. Ph.D. Editor

Thinking Beyond the Box

It is written that "Innovation is the creation, exchange, evolution and application of new ideas into marketable goods and services for the success of an organization, the vitality of a nation's economy, and the advancement of society as a whole." In today's "Idea Economy", the ability to innovate is invaluable.



Photo by Ossie Harris

African American history is full of individuals who have offered innovative insights into human nature and needs. In my opinion this rich history of innovation is a direct result of our having to overcome the challenges of racism. Some call it "Making a Way from No Way". We can see results of this process in the areas of American culture where there is a comparatively free exchange of information: in language, in arts, in music and related endeavors. African Americans have used their individual and collective experiences to develop the blues, gospel, soul, hiphop and jazz. Language innovations from our community pervade the American psyche. Remember when Bill Clinton was joking about how often he had been "dissed" by the congress?

Now that we no longer (for the most part) have to innovate to simply survive, we can turn our talents to greater things. Consider the viewmaster, supersoaker, Oprah! All of these are examples of innovative thinking by African Americans. One of our goals for The Ebony Cactus is to showcase your ideas, your innovations. To bring you together with others of like mind so great concepts can be made to flourish. This is, to quote Angela, "Thinking Beyond the Box".

We have all heard that, "Thinking outside of the Box" is a good thing. Consider however, when thinking outside the box, you are still shackled to the Box. But when you think BEYOND the box, you are free to consider ideas and go places you could not go before. When the shackles are released, it is amazing what the mind can do. On with the show.

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Letters

The following is a sample of the letters we received this month regarding TEC. Some have been edited for length.

My goodness, this is beautiful. I am soooo very proud of you. Well written and informative and it has a delightful personality of its own that I see your personality reflected in. Please, may I have a subscription.

Ramona

By all means, please forward future issues through the internet on your magazine. It is interesting reading and can see the effort put into great stories and the history being told.

It is interesting that there are no segments on sports activities going on around the valley. There are black bowling leagues meeting every Wednesday and Saturday at the Christown Lanes on 19th Avenue and Bethany Home Road and Thunderbird Lanes on Indian School Road and I-17, respectively. There are bowling senates which are a part of the TNBA (The National Bowling Association). They sponsor national bowling tournaments, regional bowling tournaments and the Bill Rhodman Singles Tournament all over the United States. In May, the national tournament will be held in Las Vegas. Many members of the Phoenix Bowling Senate and bowling clubs will be participating in this event.

Ella

After quickly browsing through your electronic business magazine, I find it quite impressive. Yes, there are several African-American business publications in the Valley, but yours is very different. Hats off to you for the uniqueness of the magazine. I'm not a desktop publisher or Internet junkie, but great job on the capturing the graphics and the advertisements clearly. For me, it was easier to read from the computer than its printed form. Great idea to make it free too! Again, I can't wait for the next one.

Reuben

Very interesting.

Charles

The service was cool. The magazine, I don't know. It didn't convert well on my computer so I could read it.

Floyd

The Brooks' have put together a fantastic on-line magazine. This is the type of publicity that we need in the valley. The concept is great and the many articles ad flavor. Please help Dr. Brooks and his wife keep this marketing tool alive by contributing as much as you can. Pass it on to as many as you can.

Russell

I sent to 5 of my associates in the business.

Lisa

Very nice -- I like it!

Laverne

Moving On Up

TINA BROWN ELECTED TO BOARD OF DIRECTORS FOR SCOTTSDALE LEADERSHIP



Tina Brown, Multicultural Marketing Rep for the Arizona Office of Tourism and graduate of class XV has been elected to the board of directors for Scottsdale Leadership. Tina will serve as the vice chair of the Recruitment/Selection Committee.

Scottsdale Leadership is a community leadership development program for the Scottsdale community. Each

year, 35 established or emerging leaders are selected for participation in the core program, a nine-month interactive curriculum that educates Class Members about all aspects of our community and is based on the theory of Community Trusteeship. In its 17th year, the program has graduated more than 500 men and women who continue to participate in civic and philanthropic organizations in Scottsdale and throughout the valley.

Scottsdale Leadership is seeking representatives from a wide cross section of the community for participation in Class XVII, which will begin September 2002. For more information please call 480-627-6710 or visit www.scottsdaleleadership.org.

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WOMEN HONORED FOR LEADERSHIP, INNOVATION AND SERVICE Maricopa Community Colleges name "Women of Distinction"

April 2, 2002 – Leadership, innovation, service to women along with service to the Maricopa Community Colleges are the key characteristics for the winners of the Distinguished Achievement Award, an annual honor sponsored by the Women's Leadership Group/American Association of Women in Community Colleges of the Maricopa Community Colleges.



The twelve "Women of Distinction" for 2002 and their colleges are:

- * Carol Achs, Senior Associate Dean, Mesa Community College
- * Janine Adkins, Humanities Faculty, Rio Salado College
- * Karen Chalmers, Faculty and Director of Culinary Arts, Scottsdale Community College
- * Marlene George, Senior Human Resources Analyst, Phoenix College
- * Dr. Christine Iijima Hall, Director of Employee Services, District Office
- * Char Howey, ESL/English Faculty, Glendale Community College
- * Joyce Janiga, Math Faculty, Paradise Valley Community College
- * Sylvia Manlove, Dean of Student Services, GateWay Community College
- * Mary Parker, Administrative Assistant, Maricopa Skill Center
- * Dr. Wilma Patterson, Chair of Math, Science and Engineering Division, South Mountain Community College
- * Sandra Stuebner, Psychology Faculty, Chandler-Gilbert Community College
- * Pearl Williams, Division Chair of Developmental Education, Estrella Mountain Community College

Arnette Scott Ward, who is retiring from her post as President of Chandler-Gilbert Community College, and Glendale Community College President Tessa Martinez-Pollack, who is leaving to become the President of Our Lady of the Lake University in San Antonio, Texas, were also honored for their service to the district and the community. Chancellor of the Maricopa Community Colleges, Dr. Fred Gaskin, along with Governing Board Member Linda Rosenthal and Kay Martens, Dean of Administrative Services at South Mountain Community College and Co-Chair elect of the Women's Leadership Group, presented the awards. The luncheon was held at Estrella Mountain Community College.

The Maricopa County Community College District is one of the largest community college districts in the nation. It includes 10 colleges – Chandler-Gilbert Community College, Estrella Mountain Community College, GateWay Community College, Glendale Community College, Mesa Community College, Paradise Valley Community College, Phoenix College, Rio Salado College, Scottsdale Community College and South Mountain Community College. The District also includes the Maricopa Skill Center, Southwest Skill Center, several satellite campuses and business/industry, technical and customized training institutes and serves more than 277,000 students annually. For more information: 480-731-8000 or www.maricopa.edu.

New Senior Facility Helps to Revitalize South Mountain Village Community



Phoenix- The Foundation for Senior Living (FFSL), a local outreach organization, recently held a ground breaking ceremony for a new facility in South Mountain Village. For the past twenty-five years the Foundation has been assisting seniors through their many programs and services.

CEO Guy Mikkelsen stated, "Our focus is the support of Arizona's senior citizens with living accommodations and very much needed services. We have just broke ground for our new facility, Roeser Senior Living. Our target are those individuals who fall between low to moderate income." **News continued on page 7.**



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TECNews continued from page 6:

The Roeser Senior Village will be an 80 apartment complex due to open in July 2002. Located at 4th Street and Roeser, the dwellings will consist of standard and studio apartments. They will range in price from \$275 to \$400 per month. There will be some financial eligibility requirements for potential residents. "We want to make a symbolic statement to the residents of South Mountain Village."

The FFSL Estimated Expenditures by Program - Fiscal Year 1998-1999 report showed thirteen areas where the elderly were assisted. FFSL's expenditures of Assisted Group Living peaked at 21 percent. In 2001, the Foundation touched over 30,000 lives. "The number of elderly is going to rise significantly in the next few years" Mikkelsen added. "Baby Boomers will be retiring soon." In maintaining their current level of user services, FFSL plans to sustain an operating budget of \$20 million.

When asked what was FFSL's target ten years from now Mikkelsen replied, "We want to work on servicing the very low income and indigent poor." For more information, contact Mary Hughes at 602-285-1700.

Tucson Black Chamber of Commerce Anniversary Banquet

The Tucson Black Chamber of Commerce will be celebrating it's 8th anniversary:

DATE: Saturday April 27, 2002
PLACE: DoubleTree Hotel - Reid Park
445 S Alvernon Way
(520)881-4200
Tucson, AZ
TIME: 6:00pm - 9:00pm

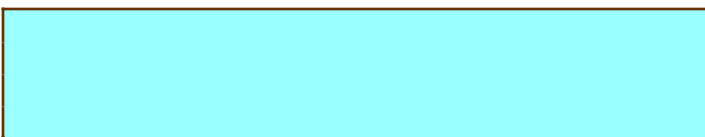
The guest speaker will be business man, community activist, philanthropist, worldwide television personality and former Phoenix Sun, Kevin Johnson.

Cost for the event: \$50.00 per person adult or \$40.00 per student.

This year, we would like to have as many youth as possible attend this event so we are also looking for anyone interested in sponsoring a Youth Table at \$500.00 to help offset the event expenses.

In addition, small businesses have an opportunity to co-sponsor a table or a youth table for \$250.00 each. Their business will be recognized and acknowledged at the event.

For additional information please contact the TBCC office at (520)623-0099.



Phoenix Recognized Nationally for Minority, Woman and Small Business Enterprise Program

The city of Phoenix recently was recognized by the National Black Caucus of Local Elected Officials of the National League of Cities for its Minority, Woman and Small Business Enterprise Business Participation program.

As first runner up of the NBC-LEO 2002 City Cultural Diversity Award, Phoenix is recognized for setting a strong example of how cities can improve and promote cultural diversity in their communities. The award was presented at the "Celebrate Diversity" breakfast at the National League of Cities' Congressional City Conference.

The city's M/W/SBE Business Participation program helps small businesses grow and develop by encouraging them to be certified to participate in city business opportunities. Construction subcontracting goals are established on a project-by-project basis for the percentage of business that should go to M/W/SBEs.

The program also provides a bid price incentive for women and minorities in the purchase of goods and services. Financial and business development assistance is offered in marketing, accounting, human resource management and information systems.

"In 1993 and 1999, the city conducted studies that showed a disparity in the use of minority- and women-owned firms locally," said Carole Coles Henry, acting Equal Opportunity director. "We are proud that our incentive and business assistance programs are strengthening the economic viability of local businesses."

For more details on the Minority, Woman and Small Business Enterprise Business Participation program, call 602-262-6790/voice or 602-534-1557/TTY.

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Education:

Building Leaders: The Career\Leadership Development Program



Left to Right:
Hubert Ross Founder
LaQuitha Major President
Briena Priley Vice President
Raven Turner Secretary of Administration
Tinesha Loring Secretary of Correspondence
Reginald Ragland Member Board of Directors

Every Saturday morning at the South Phoenix Community Center, the leaders of the Future meet. For 21 years the Career\Leadership Development Program, an Internship for Outstanding African American Achievers, has been working with youth to refine their organizational and leadership skills. The goal? To make these students outstanding competitors in what ever field of human endeavor they wish to enter.

The ideal candidate is a 7th to 10th grader with and good grades. To enter the program, students must meet strict requirements including acquiring recommendations from teachers, demonstrating good citizenship, and passing a rigorous interview process. Once admitted, the student's "internship" lasts three years. During that time, they learn leadership, parliamentary procedure, public speaking and organizational management. Evaluated annually, the interns work with professionals in the sciences, engineering, education, law and medicine. While doing this, they must maintain a minimum B average in school. When they leave the program, these young leaders are better prepared to succeed in the world that awaits them. Between 25 and 40 interns are accepted per year and there is often a back log of eager students. Soon, business and entrepreneurship will also be incorporated into the program.

The \$70 per year tuition only covers part of the cost of this comprehensive training program. Additional financial support is provided by donations from major corporations, calendar sales and the annual recognition banquet. The recognition banquet is perhaps the most important activity of the calendar year. It is the place where the students are rewarded for their efforts. Winning awards and scholarships reinforces the lessons taught through the program. In addition, the interns present a M.L.K. Jr. program in January. They also have toured the Attorney General's office, the House of Representatives, the State Senate and they participate in programs at Arizona State University hosted by the United Parents and Youth League and the Arizona Alliance of Black School Educators.

The Career\Leadership Development Program was the vision of Mr. Hubert Ross and the late Mr. Eddie Miles. With the enthusiastic help of many, Mr. Ross has kept the dream alive. Since its inception, the program had graduated more than 250 students, of which 90% are in or have matriculated through college. Today, the program is lead by an active cadre of Board of Directors members and consultants.

For more information, the CLDP can be reached at P.O. Box 49, Phoenix, Arizona 85001 (602) 243-2525.

Board members\ consultants

Hubert Ross, MA Program Co-Founder Mesa Community College
Carolyn Bristo City of Phoenix
Davana Cook, Roosevelt School District
Mel Drummond/Consultant. Honeywell
Betty James/Consultant Roosevelt School District
Reginald Ragland. City of Phoenix
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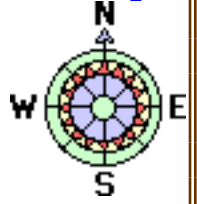
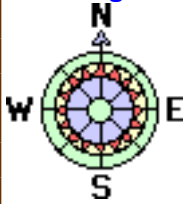
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Entrepreneur Profiles

By Angela-Miller Brooks

Name: **Lisa Lee**
Business Title: **President**
Business Name: **Love Lee Entertainment, LLC**
Type of Business: **E-commerce/Talent Promotion**
Industry Experience: **Dancer/ 10 years as a professional choreographer**
E-mail: **lisalee@lovelee602.com**
Website: **lovelee602.com**
Pager: **602-360-0328**
Favorite Book: **I love romantic black novels and listening to music**



Most memorable professional experience: Being a part of the Hip Hop Conference here (Phx) in 1998

What type of talent do you promote? I am a promotional scout. Love Lee Entertainment promotes different types of talented people. We promote actors, dancers, singers, models, bands and rappers.

What is your business goal? To help various artists get exposure in the entertainment world

Is there a market for this kind of business in Phoenix? The market is small, but there is great potential for growth due to the raw talent here in Arizona.

Are you accomplishing your original business goal? Yes I keep expanding in a positive direction. It's going in a direction I never would have dreamed of.

What is Love Lee Entertainment's most important attribute? Love Lee is sociable. My personality is right for this type of enterprise. It is a cut-throat business but you still have to possess a personality that says you can be trusted.

What level of client do you work with? I deal with all types. My clients include:

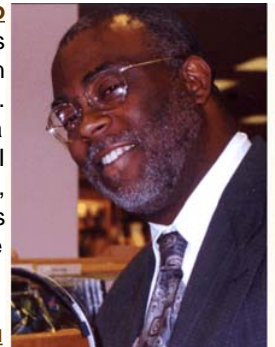
- * International R&B recording star **CeCe Peniston**.
- * New York Latin recording artist and CEO of Tiara Music **Eddie Benetiz**, for whom I serve as Booking Agent. He has a cd out now and two gold albums.

What do you offer on your website? The website presents the talent of Arizona to the world. Film companies, model agencies and record companies search our site for talent.

www.TheEbonyCactus.com

Name: **Lawrence Tanner**
Contact Number: **480-777-7934**
Occupation: **Tempe Public Schools**
Business: **Celebrity Photography**
Education: **Some College**
Family: **I have a wife, Gladys and four daughters Misha, Michelle, Megan and Marissa.**
Favorite Movie: **There are so many. Some of my most favorites are: The Time Machine, Leave Her to Heaven, Imitation of Life, Come Back Charleston Blue, Cooley High, Mildred Pierce and the Grapes of Wrath.**

How did you break into photography? What got me serious about it was when I began working on my own magazine- AZ Blues and Jazz. I was looking into getting a photographer for my magazine but, I thought I could do it myself. Now, photography is like my right arm. It has become more than a business for me it's also my hobby.



What type of photos do you take? I take a lot of action and performance shots of Blues and Jazz celebrities. I like the ones that catch the performer's spirit. Those are what move me and I hope will move the people who see them.

Would you name a few celebrities you've photographed? Well, I've taken lots of pictures of Yvonne "Uvon" Brooks. She is a professor at ASU and a great performer. I have shots of **Gregory Hines, Patti Williams, Little Milton, CeCe Peniston, Bobby Blue Bland, Dionne Warwick, Donald Marsalas, Peabo Bryson, Yolanda King, Sister Monica, Joyce Cooling, Ronald Isley of the Isley Brothers, J.T. Taylor of Kool and the Gang and Vicki Wyanas** just to name a few. A lot of stars visit Phoenix.

What obstacles do you face as a photographer? Getting the best equipment. Photographic equipment is very expensive. The expense takes a lot away from doing it more often. I pace myself when it comes to buying equipment. Quality is important.

What's your advice to a budding photographer? I'll tell you what I was told. Take pictures. Take lots of pictures all the time and everywhere you go.



Entrepreneur Profiles cont.

Name: Norris Thomas
E-mail: norrist2000@yahoo.com
Phone: 480-570-9144
Profession: High School Track Coach and Former Professional Football Player (New York Giants/ CFL)
Marital Status: Married
Business: Pride, Poise and Pursuit
Type of Business: Motivational / Public Speaking
Years in Business: Four



What gave you the idea to be a motivational speaker? The original idea was a spin-off from professional football. I went through a lot of life issues including living in a homeless shelter in 1982. That situation became a catalyst for me. I used that point of pain in my life to push me through school, college and eventually becoming a professional athlete.

Did you have any prior experience as a speaker? Since I graduated from University of LaCrosse in Wisconsin in Mass Communications, I have gained over 15 years of experience as a public speaker.


How did professional football prepare you for public speaking? You have so many things you can take from the game. The three P's (Pride, Poise and Pursuit) came from my defensive coach in college. We used the three Ps to win a national football championship. I often think of the mental approach we used while incorporating the 3 Ps to pursue that championship. All of my topics are bridged with the 3 Ps and are high energy, interactive and fun.

In your opinion, what's the most important aspect of speaking? It's telling a story. You have to be able to connect with your audience. You have to be believable.

What groups utilize your services? I've done team building and leadership training for businesses and corporations. I have also worked with schools and correctional facilities. After working with many different groups I have to say that my heart is in working with young people.

What gives you satisfaction in your work? Being busy and speaking at least two times a week.

What is your advice to others who would like to go into the speaking circuit? Make a plan and stay directed.



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So you want to start a business. Pt.2

Business Plan Requisites Pt 1

Special to Ebony Cactus by James T. Hicks



James T. Hicks is a former President of the Maricopa County Black Chamber of Commerce, the former First Vice President of the Maricopa County Branch of the NAACP. He is the current Chairman of the Board of National Civil Rights Movement Inc. He is the president of RighTrac Inc., an environmental consulting firm.

JamesTHic@msn.com

LETTERS:

Because of the volume of mail received, we can not acknowledge all letters. Address correspondence to Letters@theebonycactus.com. Letters may be edited for length and clarity.

UNSOLICITED MANUSCRIPTS

The Ebony Cactus rarely accepts unsolicited manuscripts. We will, of course, consider such manuscripts, but we cannot take responsibility for the return of any unsolicited material. Unsolicited manuscripts should be sent to Editor@theebonycactus.com.

Back in my younger days, I ventured into starting a small data processing equipment, maintenance and supply company. It was a great thrill to create a business that had its own niche in the marketplace. But, within two months, I discovered that the business had tripled projected sales and that I did not have sufficient working capital to service my customers.

It did not take me long to realize that my original cash flow projections were both conservative and accurate. So I dusted off my original cash flow projections, signed contracts and agreements, prepared my current monthly profit and loss statements, and resubmitted them to my banker and the Small Business Administration. This allowed me to get my business back on the right track.

The point that I am making is that I would not have known what had happened and what to do if I had not put my ideas, plans and assumptions in writing.

Even though I had tried to raise money from outside sources, I soon learned that the value of the plan far exceeded all the hype I originally was advised to include (through various classes, books and consultants) to impress outside investors. I ended up phasing in my original plan and found that others liked it better that way.

Now I am involved with several businesses and spend a fair amount of time helping other businessmen. I owe a lot of my current success to my original business plan and the discipline it brought into my business life.

Every business needs a business plan and every business needs to keep their business plan current. It will be your road map to reach your goals and your guide to achieving what you want.

A good business plan is clear and concise and lays out your goals and plans. Good writing takes time and preparation. Once your business plan is completed, I recommend that you use your business plan as a guide for your business. Refer to it often to check your progress. Update it periodically. I recommend that you do this annually or semi-annually. Keep your old copies for future reference.

Here are some ideas to get the most out of a Business Plan:

- * Keep your ideas simple and concise.
- * Allow several days, if not weeks, for the preparation of your business plan.
- * Compile financial worksheets before spending time on the text.
- * A worksheet to help you determine your breakeven point.

See "Hicks", page:16

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Business Profile

Name: UZONE
Location: Tempe
Phone/Email: 480-893-8041,
www.uzoneaz.com

Type of Business: Total Body Center
Business Partners: Uzar and Ramona
Onwordi, Ronald Straub, M.D. and Bob Hartman



What does your company offer the public? We are the reverse of a typical gym. We give personal service and offer many amenities that a resort might offer including pilates, personal training, rehabilitation services and an underwater treadmill. We have a monitor to check the status of our members while using the treadmill.

What type of people frequent your facility? They range in age from 10 years to folks in their twilight years. I would have to say about 60 percent are women.

What is Uzone's target market? People between the ages of 22 to 45 who are looking to loose 10- 25 pounds. Our clients want to be motivated. We can help them get motivated and keep their program commitments.

How did you get your start up funding? We developed a business plan, put it together and soon we received an offer from an investor- LA Fitness. Uzor being on Channel 12 for five years helped a lot.

How long did it take to formalize your business? It was about 18 months from developing the business plan to walking in the door. They call that a Turn Key.

What's the benefit in having partners in a start up business? You get a lot of support and it's good to have others involved that don't think like you do. We are very fortunate to have partners who are very different. We work really well together. It's also good to have someone to bounce ideas off.

Is this your first physical fitness endeavor? No. Uzor's been in fitness 14 years. We've been working together for 9 years.

Who are your clients? We work with doctors, housewives, students, executives and professional athletes. We have a wide range.

What level of contracts do you accept? Any contracts we may have varies and depends a lot on our needs.

How do you motivate employees? We have trainer of the month, offer them incentives and give bonuses. We love to show our appreciation with parties like our big Christmas and summer parties. Two years ago, we gave all our staff gym shoes and in their own size. I think that showed we cared enough to select something especially for each of them.

What excites you most about your new facility? Seeing it go from being a dream to becoming reality. Reality really is better than the dream.

What is your advice to would be fitness gurus? Your business relationship is one of the most important things. Your image has got to be real.

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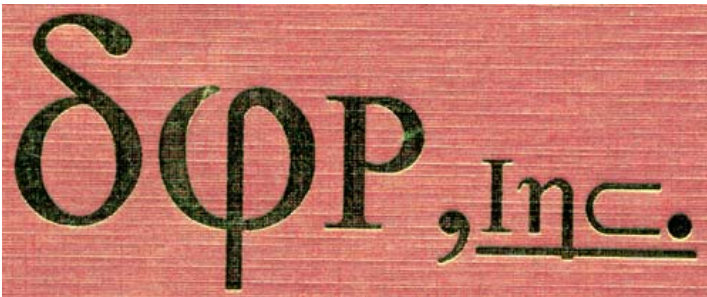
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Business Profile

Name: Simmons Quality Painting, Inc.
Fax/ Phone number: 602-307-5560/602-307-5665
Type of Business: Commercial Contractor
President: William Simmons
VP of Operations: Olivia Simmons
Employees: 7
Revenues for 2001: The range was from \$500,000 to \$1M
Projected Revenues: The same as 2001.



How is Simmons different from other paint companies? Simmons specializes on high rise work, special coatings and epoxies. That's where we have a strong competitive edge.

Simmons operates very efficiently. How does the company accomplish this? We have family members to help us get the job done. In 1999 we had twenty- five employees. Later we decided to downsize. The amount of people we have now more appropriate.

Is the Arizona market good for your type of business? The money is there but you have to be real creative. We had to determine what set us apart. As I said earlier, specialty and high rise work did that for us. Plus, our quality is very high.

Are you exclusive to Phoenix? We get work in Phoenix but we also work all over the state. We've worked in Nogales, Winslow, Avondale, Chandler and Tempe. We've even worked on the Hopi Indian reservation.

Who are your clients?

Some of our clients include:

- * Arizona Public Works
- * Arizona State University
- * Phoenix Coca-Cola Bottling Company
- * AT&T
- * Maricopa Community Colleges

In 1998 we were awarded a maintenance contract with the Phoenix Coca-Cola Bottling Company. In 1999 we were awarded a 2-Year contract with a three-year option from the City of Phoenix Transportation Department. We received our 8(a) certification from the SBA in 1999.

Do you hire subcontractors? Yes, we subcontract work out.

What advice does Simmons offer entrepreneurs? Get all the certifications you can. Call the various business programs on what they tell you they'll do for you and stay current.



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Banners * Plaques * Presentation Folders * Aprons * Toys *
Brochures * Medals * Flashlights * Team Uniforms * Jackets *
Electronics * Towels * Golf Balls * Military I.D. Tags * Napkins *
Cups * Menus * Backpacks * Pins * Coffee Cups * Displays *
Lanyards * Water Bottles * Disposable Cameras * Bumper
Stickers * CD/Diskette Holders.....

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Hicks cont from pg 12.

As mentioned previously, my recommendation is to start with the financial worksheets and then move into the text. This is very sadistic, I know, but if your business is not going to work out at a level acceptable to you or your investors, you need to know that before spending time and money on the text.

So, let me explain the relationship of the Proforma Worksheet and the various outputs:

Proforma Worksheet

The purpose of this large worksheet is to test the financial validity of your idea. This section is undoubtedly the most complex, but it is the most vital. Without some hope of financial success, there is no reason to start or continue a business. Even if you find that your idea is not viable or does not meet your own personal expectations, this exercise will be well worth the time and effort to determine that fact.

Cash Flow Projections

This is a very large worksheet to help you track your cash flow. In general, the cash flow chart feeds into the Income Statement, which feeds into the Balance Sheet, which feeds into the ratios and analyses.

Asset Worksheet

This is a very simple worksheet, which tracks your proposed assets. They are totaled and are used in the balance sheets.

Income Statement

This is generated from the cash flow worksheet. This is often called a "Profit & Loss Statement". Hopefully, you will see a profit! I recommend that information on year-to-year changes be generated for your own information.

In my next installment, we shall look at the remaining requisites including Balance Sheet, Ratio Analysis, Dun & Bradstreet Industry Norms, RMA, Financial Goals Table, The Management, [Product, Service] Description, Long and Short Term Objectives, Competitors, Your Competitive Advantages and Pricing.

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Here is why you should advertise in The Ebony Cactus. Primarily, the Cactus is designed to connect you with your desired customers.

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 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 who's full time occupation is their business and those who may have a full time job, but work their own business 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 businesses 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 business 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. The Ebony Cactus is also read by members of the wider business community who are seeking outsourcers, contractors and partners. Their readership further enhance your opportunities for growth.
3. **A New Application of Established Technologies:** Unlike a web based Ezine, The Ebony Cactus does not reside on the net. Instead, it 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.

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!



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Year Round



How to do Business with: Arizona State Agencies

“How to do Business with” is a new feature for The Ebony Cactus. Every month we will seek to provide you with the information you need to do business with municipalities, tribes, and corporations. This month with thanks to John Atler at the Arizona State Procurement Office, we present information on Arizona State Agencies:

The state Department of Administration Procurement Office handles thousands of bids from private companies for products and services needed by Arizona's state agencies. The dollar amount is enormous and the agency encourages interested businesses to participate.

The first step is to register as a vendor. A state agency can call a registered vendor for a quote directly on purchases of \$10,000 or less. It is part of a special program by which the state is required to do a certain amount of buying from small businesses.

For contacts between \$10,000 and \$25,000, vendors may call AZFACTS, the procurement office fax line, at 602-542-2050 for the latest RFQs, state shorthand for Requests for Quotes. To submit a quote, the vendor contacts the procurement office or the listed agency.

Some of the larger agencies are authorized to issue their own RFQs in amounts above \$10,000 for purchases specific to themselves, but for general purpose buying they must use the state contract negotiated by the procurement office.

There is a formal procedure to bid on purchases above \$25,000. The procurement office notifies all registered vendors of the upcoming purchase and interested vendors submit sealed bids which are opened publicly on a specific date. A schedule of upcoming bids is available from the office. For vendor registration forms and bid packets, call the State Procurement Office (602) 542-5511.

Who to Call

Acronym	Name, address, (voice/FAX)	Acronym	Name, address, (voice/FAX)
ADEMA	Az. Dept of Energy and Military Affairs 5636 E. McDowell Rd. Phoenix 85028 602-267-2699/602-267-2576	ADOT	AZ Department of Transportation 1739 W. Jackson, Rm 100P, Phoenix 85007 602-255-7211/602-255-8647
ADEQ	AZ Department of Environmental Quality 3033 N. Central Av. Phoenix 85012 602-207-4774/602-207-4439	ADPS	AZ Department of Public Safety 2102 W. Encanto Blvd, Ste 340, Phoenix 85009/602-223-2451/602-223-2347
ADES	AZ Department of Economic Security 1789 W. Jefferson, Rm B10, 4th Fl., Phoenix 85007. 602-364-0710/602-542-4496	AZFD	AZ Game and Fish Department 2222 W. Greenway Road, Phoenix 85023 602-789-3460/602-789-3922
ADHS	AZ Department of Health Services 1740 W. Adams, Rm 303. Phoenix 85007 602-542-1040/602-542-1741	AHCCS	Az Health Care Cost Containment System 701 E. Jefferson, Ste 100, Phoenix 85034 602-417-4762/602-417-5957
ADJC	AZ Department of Juvenile Corrections 1624 W. Adams, 2nd Floor, Phoenix 85007 602-542-6677/602-542-4026	ASPB	AZ State Parks Board 1300 W. Washington, Phoenix 85007 602-542-4174/ 602-542-4180
ADOA	AZ Department of Administration Operations/Purchasing 1700 W. Washington, Rm 210, Phoenix 85007 602-542-5675/602-542-4082	ASPO	AZ State Procurement Office 15 S. 15Th Ave, Ste 203, Phoenix 85007 602-542-5511/602-542-5508
ADOC	AZ Department of Corrections 2200 N. Central, Ste 301, Phoenix 85004 602-255-2632/602-255-6664		



Coming Attractions: Fish and Shrimp Farming in Arizona

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

Take a look in the basket to the right. What you see is about 20 pounds of jumbo freshwater prawns. Don't they look delicious? Trust me, they were. They are but a small sample of the more than 1.3 million pounds of fish and shrimp that are grown annually in Arizona. At first glance, the concept of fish and shrimp farming in the desert does not really make sense. After all, Arizona is a water poor state. Actually it is Arizona's unique environment that make it good for aquaculture.

Arizona boasts a considerable agricultural industry. A wide variety of crops are produced including cotton, alfalfa, watermelon, grapes, citrus and many more. All of these crops require irrigation. However, the need for water from the cities, the current drought conditions and declining federal subsidies has dramatically increased the cost of water to the farmers. It has been determined however, that fish and shrimp can be grown in the irrigation water before it is used on the fields. This provides a double use of this valuable resource potentially increasing farm economies and scale and scope.

For the farmers of ocean shrimp (salt water), Arizona offers another bonanza. Arizona is blessed or cursed with abundant supplies of salty geothermal groundwater. This water is too salty to drink and almost too salty to farm with. However, salt water shrimp can do quite well in it. Thus across the desert near Gila Bend, shrimp farms are springing up. The use of ground water has also reduced the spread of the viral diseases that have wiped out shrimp farms around the world (so far). Along with salt water shrimp and fresh water prawns, tilapia, catfish, largemouth bass, koi, pacu and a variety of additional products are grown. Recently, interest is increasing for the aquaculture of endangered fish such as the bonytail chub and razorback sucker as means for saving these species from extinction.



Aquaculture is not fun and games, it is a business. Currently, the United States imports over 3 billion dollars in shrimp from over seas. If local farmers can compete on price, it is a buyers market. Also, if only a fraction of the water currently used for Arizona agriculture is shared with aquaculture, hundreds of millions of pounds of could be produced with a value of hundreds of millions of dollars. Aquaculture is one of the fastest growing industries in the United States.

So, if this is so good, why is not everybody doing it? Nothing is ever as simple as it looks. It seems producing fish in the desert is not that hard. Producing fish in the desert at a competitive cost, is hard. At this moment, it is far less expensive to produce tilapia in Central America or shrimp in China and have them shipped here individually quick frozen (quality is 99% as good as fresh) than it is to produce these animals in the United States. Farmers here in Arizona still have along way to go before they can compete on price, but they are working on it.

There is considerable business opportunity in fish farming. Many more farms are needed as are transportation companies, seed producers, business consultants, engineers, scientists and processors. If you would like to know more about the subject, you may wish to attend the upcoming aquaculture field day, May 15th, 2002, at the University of Arizona Maricopa Agricultural Center. Several hours of workshops are planned along with a tour of three local fish and prawn farms. For more information, call University of Arizona Aquaculture Extension Specialist Dr. Kevin Fitzsimmons at 520-626-3324 or Pima-Maricopa Irrigation Project Environmental Coordinator Dr. George B. Brooks, Jr. At 520-562-6706. Additional information may be found on the web at <http://ag.arizona.edu/azaqua>.



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