

THE EBONY CACTUS magazine

Vol. 1. No. 5 August 2002

An New Perspective on Business

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Making it Happen!

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Making it Happen!

Issue 5

Welcome to the fifth edition of The Ebony Cactus magazine. This month we profile 2 entrepreneurs, one non-profit and two businesses, bringing the grand total of showcased organizations to 30 in 17 different categories. You will notice that we have gone to full color photos for the front cover. We hope you enjoy them. This month's cover features Mesa based author and film producer Mark Crockett (see page 14)

Big Changes Coming September 1st!

Well we added it up, and there are over 27 continuing features we have developed for The Ebony Cactus. To try to include them all in one magazine would increase the size to 40 pages an over 1 meg of memory. The Solution? We will be going to semi-monthly (twice a month) starting September 1st, 2002. This means each individual issue will remain about the same size as it is today, at least for the near term, but we will be presenting more information monthly. Also, this will allow us to be much more timely with our news section.

For our advertisers, the change to semi-monthly is particularly important.

Semi-monthly publication will be a doubling of the potential exposure for your products as well as the potential for significantly expanded market exposure due to a widened distribution of the magazine.

Thanks to South Mountain District News and The Grand Canyon Minority Supplier Development Council

Thanks so much to the Tom Brecke and South Mountain District News ([see Vol1 # 4 page 6](#)) for the great article written about The Ebony Cactus. It was greatly appreciated!

Also we were nominated for an award this month from the Grand Canyon Minority Supplier Development Council. No, as of this writing we have not won anything. It is simply an honor just to be nominated at such a young age so we wanted to say thanks.

Seeking Profiles

Fall and Winter profiles are being scheduled. Call 602-821-8191 or contact us by email at publisher@TheEbonyCactus.com

Spread The Wealth!!!

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 builds bridges between those who have the services and those who need them. So to this end, we ask you to SPREAD THE WEALTH. Let other folks know about the Cactus. With their permission, send them a copy. We are now in the "Idea Economy" and the more knowledge that is shared, the better off we all are.



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will be distributed
Twice Monthly!

For details about this change, please see page 2.
For a copy of the
Fall 2002 Advertising Rate Sheet

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Angienuity

By Angela Miller-Brooks Publisher

Resolve to be Different

Over the past months, many people have inquired if we wouldn't savor the opportunity of producing our magazine as a glossy, a "regular" periodical. I can't tell you how often I've found myself responding to the inquiries with all sorts of answers, defensive but true as to why we are online and not in traditional print. I some times refer to an earlier editorial about paradigm shifts. When that does not suffice, I remember a simple statement I learned years ago, "The world is changing and change is difficult." Change is a very necessary function of survival. So, it occurred to me that I should leave all the explaining to our critics and simply express that we resolve to be different.

I've always been somewhat of a quiet maverick, a nonconformist of sorts. Therefore, it stands to reason that any business project I take on will definitely be like none other. As a teen I embarked on an enterprise where I designed promenade gowns for fee while my classmates were having the usual fun in home economics with stitch patterns. I saw the value in the information brought before me and used it to my benefit. Thus, the entrepreneurial spirit was sparked within me.

Within the business community and no matter what area you operate within, it should be your mission to resolve to be different. You've really got to be assured within yourself that it's just fine to be unconventional, unique. In fact, it's an exceedingly sound business practice. Think about it, people from political figureheads to Fortune 500 executives go astray everyday. Just because they've been declared the creme of the crop doesn't mean they've developed fool-proof business practices with irrefutable revenue gains.

Being different incorporates stamina along with conviction. If you've yearned to flourish within your business or the business world in general, you'll need to possess both of these traits. As I see it, you probably didn't get this far without either to some degree. Being different ignites curiosity of the mind which usually leads to action. To some, operating with the mindset that rocking the boat may be detrimental to self economic empowerment might seem a bit insane. After all, Richard Parsons, Percy Miller, Oprah Winfrey, and Madame C.J. Walker all resolved, I'm sure, to be different. Now, it is true that there isn't anything new under the sun but, it's certainly a lot of fun researching the possibilities. Enjoy!

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Living in America

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

Doing good while doing well

President George W. Bush as part of his recent efforts to remold himself from corporate protector to corporate policeman, recently suggested an interesting thing. Paraphrasing now, he suggested that CEOs were not only business folks with their eye on the bottom line, but also public servants tasked with the responsibility for administrating the concept we call capitalism. What an interesting if not very original idea, that those with great ability and power might have some responsibility beyond their personal pocket book. Well, so much for trickle down.



Photo by Ossie Harris

Doing good while doing well is an honorable concept that was forgotten during the "ME" 80s and "Go Go" nineties. It means helping others while doing well for you and yours. Conceptually, there are many ways to approach this issue. For example, many individuals will only invest in companies which profess and practice a social philosophy the same as theirs. Some invest in "Green" companies, others focus on companies that pay their overseas workers a fair wage. Some invest in companies that are well known for their social philanthropy. These corporations help the public through their social actions and/or the products the

produce. They in-turn, benefit from the targeted investment. The investors also see that their money is used to generate funds or products that support their personal values while their stock (hopefully) appreciates in value.

Well, what about your business? Is there a benefit to you to try to do good as you do well? Speaking for the Ebony Cactus, my answer would be a resounding yes. We believe that those whom God has granted some modest talents are expected to put them to use, not only to enrich their pockets but to help as many others as possible. Exactly how to accomplish this task is up to you. You could donate a portion of your profits to charity, that's tax deductible, but that is also the easy way out. You can do more. You could reinvest your profits in green stocks. You could manufacture environmentally green products or use "green" parts. You could volunteer your companies resources to help a school, church, or non-profit organization. Best of all you could build a way to help others directly into your business plan. The list is endless if you look. We have, and are having some success. We will tell you about those successes later. Enough for now, on with the show.

Letters

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

Great job! I like the magazine and always appreciate efforts to document local people and their accomplishments.

Art

George & Angela--
Thanks so much for the article, very nicely done.

Best Regards,

Tom Brecke
Editor & Publisher
South Mountain District News

I love your magazine. What took you so long? We needed it years ago.

Juanita



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Movin' Up!



Tina Brown has been named African American Community Outreach Manager of Planned Parenthood of Central and Northern Arizona (PPCNA). She will be responsible for creating greater visibility and understanding of PPCNA's programs and services in response to Arizona African Americans' ranking as having the worst overall health in the state, as reported by the Arizona Department of Health Services in 1999.

Comprising less than 4% of Arizona's total population, statistics on African Americans indicate high percentages of teenage pregnancies, dangerously high reports of gonorrhea and syphilis, poor birth outcomes resulting in high infant mortality and high mortality rates for most of the leading causes of death. In addressing many of these issues, Ms. Brown will focus on developing partnerships and collaborations with various African American-oriented organizations to promote prevention and responsible choices through PPCNA health care services and educational programs for youth and adults alike.

Prior to joining PPCNA, Ms. Brown was employed as the Multicultural Marketing Representative for the Arizona Office of Tourism. She has served on the Greater Phoenix Convention and Visitors Bureau, Multicultural Affairs Council. Ms. Brown has also served on both the Scottsdale Office of Diversity and Dialogue, Cross Cultural Communications committee and Scottsdale's MLK Celebration planning committee. She is a graduate of Scottsdale Leadership class XV and currently serves on the Board of Directors as Vice Chair of the Recruitment/selection committee. Ms. Brown is also a member of Valley Leadership Community Connections Program.

The African American Community Outreach Manager position was created in March of 2001, in response to the recommendations of a PPCNA-convened African American Task Force. Comprised predominantly of African American community and business leaders, the task force was formed to address the health status of this population and methodologies PPCNA should consider implementing in its commitment to prevention and reproductive health care. The position was made possible by a grant from St. Luke's Health Initiatives.

Planned Parenthood of Central and Northern Arizona is the largest provider of family planning and reproductive health services in Arizona, and one of the largest Planned Parenthood affiliates in the United States. The not-for-profit agency is governed by a volunteer Board of Directors and operates 17 health centers in five counties. Planned Parenthood centers provide medical, counseling, and educational services to all persons, regardless of economic circumstances, age, gender, sexual orientation, disability and race.

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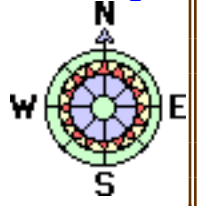
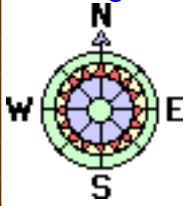
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Individual Tickets are \$75, and Student Tickets are \$50 (Student ID required). To purchase tickets, please mail checks (no cash, please) made payable to: NBMBA-Phoenix Chapter, P O Box 27061, Tempe, AZ., 85285-7601. For confirmation of receipt within 7days, please include daytime email address or telephone number. Please visit www.phoenixchapter.org or call the NBMBA Hotline at (602) 735-3958 for additional ticket sale locations and times.

A variety of Corporate Sponsorships are also available. Please call Kathy Andrews, Chapter President at (480) 357-9559 for details. All proceeds from the fundraiser benefit the Leaders of Tomorrow Program & Scholarships, and other Phoenix Chapter initiatives.

South Mountain Village Clean & Beautiful



South Mountain Village

South Mountain Village Clean & Beautiful (SMVC&B) has been assisting neighborhoods with their clean-up efforts since 1997. During this time we have participated in a total of 30 clean-ups throughout the South Mountain Village. Other organizations that

help supply the person power and other resources are: Roosevelt School District Wake-up Program, ADEQ, Victory Outreach, City of Phoenix Police Department, City of Phoenix Neighborhood Services Department, Maricopa County Adult Probation Department, City of Phoenix Restitution, Graffiti Busters, Griggs Paint, Iron-Co, USBank, Arizona Federal Credit Union, the offices of Council District 7 & 8 and the South Mountain Village/Laveen Chamber of Commerce. At the beginning of each clean-up SMVC&B sponsors a continental breakfast and at the end of each clean-up we have a bar-b-que for all of those people who have participated. We also supply all the water during the clean up.



George Young

The boundary within which SMVC&B operate is between the city limits on the east and west, Rio Salado on the north and the South Mountain Preserves on the south. SMVC&B conduct clean-ups about every six weeks between September and May within this geographical area. In the past, the Board of Directors for the SMVC&B have selected the dates and sites to be cleaned up from recommendations of the Board Members.

Beginning in 2002 we will be accepting applications for assistance from Block Watch Organizations, Neighborhood Associations, past and current Fight Back Organizations, and other Community Groups that are located within the SMVC&B boundaries.

When requests are received they will be evaluated by the SMVC&B Board of Directors at their monthly meetings and placed on a list. Placement on the list will be determined by input from the area Community Action Office, the location of the area, the size and condition of area, and the amount of help pledged by the requesting group. Participation numbers by the applying organization will be very important to us.

Any Questions please contact:

George Allan Young
514 West Sunland Avenue
Phoenix, AZ 85041
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(602) 263-1955 fax to:
gayoung@cox.net E-mail

TECNews/Education Continued on page 18



Celebrate
African American History
Year Round

Entrepreneur Profiles

By Angela Miller-Brooks

Name: **Sonny Harper**
Business Enterprise: **Author- 15 years**
Contact: **sonny@sonnyharper.com**
www.sonnyharper.com
Family: **Divorced with an Adult son**



Why did you write this book? I waited twenty years before I sat down to write. I genuinely believed that someone else would offer a more realistic perspective of the things that happened in this country 40 years ago.

How long did it take you? It took 10 years to write *Honky Tonk Strumpet Woman* (Minor Details My Generation Selected To Forget) due to necessary research and a

great restriction on my time.

What do you appreciate most about writing? It's primarily a solitary endeavor with the capacity to generate a peculiar sensuality. Writing is to the mind what sex is to the body and both have the potential to produce phenomenal fruit.

How would you define your writing style? My writing style is my most valiant effort to emulate my heroines, the gutsy old women in everybody's American family. They are the old women who sat on the front porch hulling peas. Their perspectives of western culture are the keys to the true American wisdom that our society is so sorely lacking.

In your opinion, what are the benefits to self-publishing? Self-publishing allows me to fine tune my perspective of the world we live in. My perspective is what makes my writing different from other writers, especially other black writers. The general publishing industry seeks to publish "perspectives" that validate the "Movie" playing in our collective Western mind. Very few publishing houses are willing to print material that actually challenges that negative mental image.

Are you self published? Yes.

Would you be willing to use a publishing company for your next project? I would gladly go with a general publishing house if they allowed me to keep my perspective which would enable me to reach a larger audience. But, I'm not holding my breath.

Harper continued on page 18.

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Personal Preference is an art company where anyone can become an entrepreneur. If an individual has ever wanted to go into business, they can through our company. We're somewhat like a free franchise. We are very similar to a McDonald's in that everything that each consultant does is exactly the same.



How long has Personal Preference been in business? Since 1979. We have been involved with the company since 1996.

How many people do you employ? We have over 32 consultants under us. Over 20 are in Michigan and twelve are located in Arizona.

Who are your primary clients? Our clients come from all walks of life.

Why Arizona? First, we truly believe in the business and we feel that wherever we go the business will prosper. Secondly, Arizona is a prime area because of its housing industry. We recognize that people are going to purchase art from someone, why not us. For that reason, everywhere we go we try to expose people to our art and our concept.

What is your company's concept? Our concept of how to buy art is somewhat new to Arizona. We show people how to acquire it and at a reasonable out of pocket cost. In some cases, they can get discounts up to 100 percent.

Simpson continued on page 18.

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In 1912, when Arizona officially declared its statehood, Juliette Gordon Low established an organization for girls and young women that would infuse them with forward thinking and independence within the United States. The organization was originally called Girl Guiding but changed its name to Girl Scouting the following year. The first troop meeting was held on March 12th in her Savannah, Georgia home. This year, Gordon - Low's Girl Scouting endeavors are acknowledged nationally as the Girl Scouts celebrated their 90th anniversary.

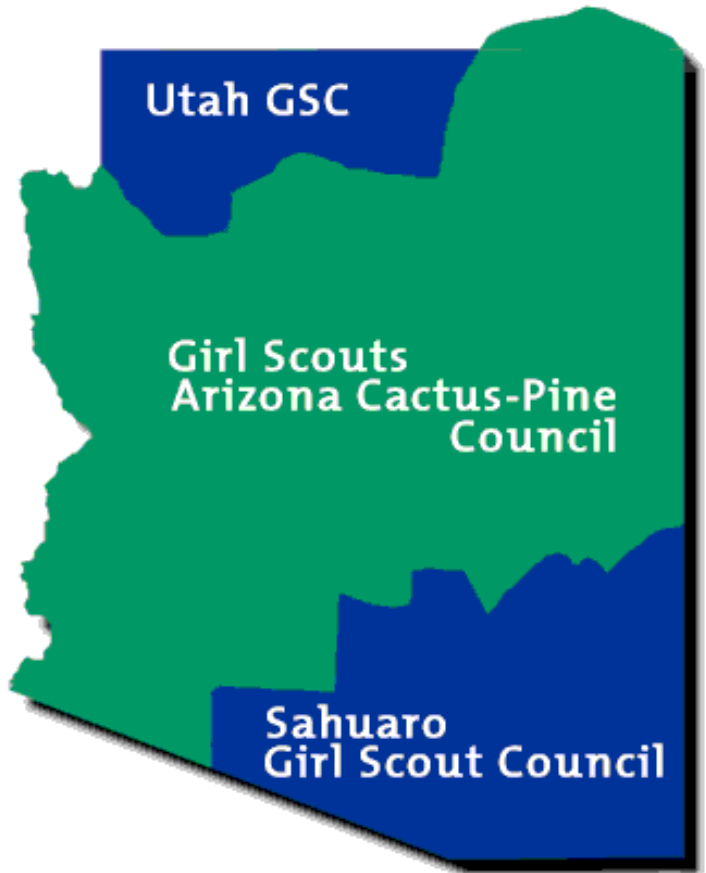
"The Arizona Cactus-Pine Council, Inc., incorporated in the early 1940s, covers most of the state" stated Mary Mitchell, the Arizona Cactus-Pine Council's Financial Analyst. "We've grown tremendously over the past years both locally and nationally but, in many ways we're still the same. We still strive in offering enriching learning experiences for girls and others (volunteers) who participate in our organization." In reference to volunteers, Mrs. Mitchell said, "We really depend on the support of our volunteers. Traditionally, the scouts depended on the girls mothers as volunteers. Now, we have volunteers from all walks of life. It takes a special person to become a volunteer for the Girl Scouts."

For the Cactus-Pine Council, being a Girl Scout means taking care of business. They've focused on strengthening their presence in the Arizona community. How they are accomplishing this is through a myriad of outreach programs such as the Girl Scout Beyond Bars program. The Beyond Bars program is over seven years in operation and serves some 700 girls from home groups to detention facilities. The Cactus - Pine Council is not an idle community organization. In 2001 the Council registered some 26,600 girls including over 10,000 new members.

"We make every effort to involve our girls with activities that will enhance their view of their communities," said Mitchell. Girl Scouts have an opportunity to become immersed with any community service program they desire from assisting with provisions such as food and clothing for the needy to working on home improvement projects and participating in animal protection activities.

The Arizona Cactus-Pine Council serves adults as well. In their 2001 Annual Report, the Council's adult membership grew by five percent to over 9,000. Seeking to educate its members, the

Council has offered nearly 4,000 adults an opportunity to participate in over 400 adult education events. This is a clear indicator that they've grown and changed to meet the needs of the communities it serves.



The Arizona Cactus-Pine Council is recognized as a leader in organizational excellence. The Council continues to demonstrate its excellence through its wise use of resources, strategies for increased revenues, foresight toward enhanced technology and asset appreciation.

Why Las Vegas? *Potential Site Location for the Staging of the Universoul Circus*

Special guest lecturer: **Jeff Peoples**



Jeffrey J. Peoples, Jr., serves as Vice-President (Business Development Division) for Radii Communications in Las Vegas, NV where he Oversees the business development and acquisition division. He has studied at both DePauw University and Knoxville College where he majored in Physics, Mathematics and Chemistry with minors in Computer Science and Economics. For related questions and answers, forward them by e-mail to:

radiicomm@yahoo.com

Las Vegas (or "Sin City" as it is unaffectionately known) is the Entertainment Capital of the World. There are a variety of things that anyone in any age bracket at any given time can do (the children being supervised of course). Undoubtedly, the city is naturally skewed toward the adult crowd (mainly 21 and over), but in recent times, there has been a surge in family-oriented resorts. Nearly every major hotel/casino has some provisions for children. Make no mistake, the premise of the city is to make money through gaming and other forms of entertainment. However, there are alternatives to participating in that lifestyle.

Demographically, Las Vegas is a market unlike other any in the continental United States, or the world for that matter. A relatively young city at the tender age of 90, Las Vegas has metamorphosed itself from an overly dependent tourist attraction, to a viable place to live. A growing metropolis, whose population approaches 1.5 million, Las Vegas has become the top relocation destination in the U.S. for the last 15 years (averaging 6,500 persons per month). In addition, African-Americans have made the city their top-visiting destination in the country, supplanting long-time stalwart Atlanta, GA. Its favorable tax structure for residential and commercial customers alike, low housing costs, and respectable livable wage rate justifies the migration to Southern Nevada. The majority of residents that constitute the population of the metro have a city shelf life no greater than 10 years. As a result, the recent and continual influx of migrants has contributed significantly to the overall cultural, economic, political, and social growth to the city.

You're asking why stage a predominantly black amusement event in a city where "being bad" is the accepted norm? Using the present configuration for venue seating (2,100 persons), holding at most 3 shows daily for about 4 days, an attendance volume of 25,000 persons or greater would be expected in making the event an overall success. Making the assumption the median price for admission is \$30, the estimated monetary take for staging the event will be in upwards of \$750,000. The casinos generated that kind of revenue from gaming alone in 2 days (considering the fact the casinos run on a 24-7 basis). The money is there...

Where will the people come from? As stated earlier, the Las Vegas metropolitan area (which includes unincorporated Clark County) totals 1,485,855. The ethnic breakdown is as follows:

| <i>Ethnic Group</i> | <i>Population</i> | <i>Percentage</i> |
|------------------------|-------------------|-------------------|
| White | 1,066,844 | 71.8% |
| Hispanic (of any race) | 326,888 | 22.0% |
| African-American | 135,213 | 9.1% |
| Asian | 78,750 | 5.3% |
| Native American | 11,887 | 0.8% |
| Pacific Islander | 7,430 | 0.5% |

Peoples continued on page 18.

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Business Profile



Business: REMAX Fine Properties
Name: Sylvia McDowell, ABR, GRI
Title: Realtor
Address: 8901 E. Mountain View Road, Suite 201
Location: Scottsdale, AZ
Telephone: (480) 922-1200 Office
(480) 614-0712 Residence
(800) 515-8326 Toll Free
E-mail: Sylvia@SylviaMcDowell.com
Website: www.SylviaMcDowell.com
Home Sales in 2001 - \$2.9 million
Expected Homes Sales in 2002 - \$4.5 million

What is REMAX? REMAX is an International Real Estate franchise. I work specifically with REMAX Fine Properties, which is independently owned and operated. I have been with REMAX Fine Properties over four years.

Who's your market? I help people buy and sell Real Estate throughout the Valley, particularly resales to people downsizing or people looking to move up to their second, third or fourth home as well as first time home-buyers.

Is there an area where your services are specialized? Yes, I specialize in relocation for those people moving to Phoenix from other parts of the country, due to job transfers or retirement. I also sell new homes, custom homes, luxury homes, golf properties and land.

How is most of your business obtained? Most of my business is from current and past clients who refer other people to me who have an interest in purchasing a home.

What do you enjoy most as a Realtor? I take pride in owning my own business. It provides a tremendous feeling of self worth and accomplishment. The independence gained from that is important for me. My time is what I make of it. My financial results and salary are determined entirely by what I do to drive it, not an employer's decision.

Additionally, I get an enormous amount of pleasure from the relationships I've built and maintained with my clients. They are truly a part of my extended family. I enjoy helping them and prospective clients through the homebuying and selling process. I feel I am providing an extraordinary and unique service to people that few Realtors provide. Being a Realtor also offers me a chance to meet a myriad of wonderful people through my networking and marketing efforts. It's a lifetime profession.

Was there an event that steered you into this profession? Absolutely, we all have a story that brought us to this point. I was relocated here from Chicago seven years ago and at that time was heavily embedded in corporate America. I was a senior level manager for a major insurance company. I knew no one in Phoenix other than the employees at the company. Within a few months, my boss indicated that he was

displeased with my job performance and began to make life pretty miserable for me.

My past accomplishments and faith gave me the self-confidence to leave my corporate job and start my own business. I have never looked back. My decision to begin a new career in real estate has been a blessing.

In your opinion, is the current market a buyer's market? Actually, it depends on the area. Generally speaking, it is a buyer's market because there are more homes on the market than there are buyers. The market is moving more slowly than a couple of years ago.

In Arizona, what's hot in amenities? If it's a resale home, buyers want the home to be upgraded. They look for things like: ceramic tile floors, vaulted ceilings, spacious kitchens with pantry, nicely landscaped lots, large grassy backyards, desert landscaped in front, large master bedrooms with walk-in closets and at least two baths. For buyers with children, good schools are a must. A number of buyers, especially those moving from the east and midwest want pools and a fireplace.

If you were in the market for a new home what would be your top priorities? I like lots of space and high efficiency is important in order to keep utility bills down. Location is important therefore, the home should be in a quiet and aesthetically pleasing community. Quality upgrades such as a large master bedroom, open floor plan, 4 bedrooms, 2 1/2 baths, fireplace and a pool are important as well.

What do custom homebuyers look for? Yes, I sell custom homes. Buyers of custom homes pretty much want to design their home themselves. They want top of the line upgrades in cabinets, flooring, countertops, large rooms, four plus bedrooms with a den or study and a bathroom for every bedroom. They look for large lot sizes (at least an acre of land), mountain views, a pool and fireplaces all of which are completely custom. What custom home buyers want is an entertainment showpiece.

McDowell continued on page 19.

Business Profile



Business: New Dawn Productions (Film Productions)
Name: Mark Crockett
Title: Film Production President/Author
Address: P.O. Box 13981
Location: Mesa, Arizona 85216-3981
Telephone: (480) 832-3224 Office
(480) 654-4633 Residence
E-mail: mark.crockett@worldnet.att.net

What is your new book Turkeystuffer all about? Its a Suspense Thriller set in Phoenix, Arizona.

How long did it take to complete the project? This project took about three years to complete. It was picked up by the publishing house-Simon and Shuster and was distributed worldwide this summer.

Is this your first shot at writing? No, Although Turkeystuffer took almost three years to complete, I've been writing professionally over twelve years. I've done things like greeting cards, commercials for radio and television scripts for news and sports.

When did you decide to get serious about your writing? I worked for IBM, left there and got into a business where I never should have gotten into. I had no idea what I was doing and lost all my money. After all that was over I decided that if I was going to do this then I'd better go for it and go for it seriously.

What did going for it seriously mean to you? It meant taking a job, a no-brainer so that I'd have flexibility without responsibility to accomplish my writing endeavors.

Is writing more than being creative? Yes, I've met many writers. I've met incredible writers who write far better than I do but, many don't get published. Writing and becoming an author is a business. The business of writing is making a product (a book) that more people are going to buy than its going to cost to sale.

Is the actual development of a book the hardest part of becoming a writing? No, the hardest part is getting an agent. In most cases its harder to get an agent than it is to get a publisher.

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During any given week, how much time do you devote to writing? After reading all the books that say what writing and writers are really like, I'd say I am definitely not considered the norm. I can generally write two to three days a week. Of those days, I put in eight to nine hours of my time. In the industry I am told that I'm a fast writer. With Turkeystuffer, I wrote 9,989 words with twelve drafts in a little less than seven month.

What's on the horizon? My next books are already outlined. I'm working on a two book/ two year plan. Now that New York publisher Simon and Shuster have picked up Turkeystuffer publishing from here on out shouldn't be very hard. In the publishing industry they are probably one of the top five in the world.

We are also starting production on our first full length film through New Dawn called Dealin' with the Dead. It's a suspense thriller that will start pre-production on January 5, 2003 in Phoenix, Az.

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Success 101

Special Guest Lecturer: Judge Jean Williams



It's a rare pleasure to sit with history makers, but it seems we at The Cactus have been blessed with this opportunity again. Born in Topeka Kansas, Jean F. Williams attended Buchanan Grade School which later became subject matter for the now famous Brown v. Topeka Board of Education. This case was first filed in the Kansas States Courts by her uncle, the late Attorney Charles E. Bledsoe. After graduating high school, she studied at the following institutions eventually attaining her Juris Doctorate: Howard University, Chicago Junior college, De Paul University, and Loyola University Law School.

Jean Williams has numerous "firsts" to her credit. She was the first Black woman appointed as an Assistant State's Attorney in the Cook County Criminal Division; the first Black woman to practice law in the State of Arizona; the first Black woman judge in the State of Arizona; and the first Black woman lawyer to try a felony case in the State of Arizona. Jean Williams retired in 1996 and currently serves as a Judge Pro Tem for the City of Phoenix. She is an active member and past president of Delta Beta Omega Chapter of Alpha Kappa Alpha Sorority Inc. Her dream which she intends to fulfill, is to create a place where African American prostitutes can go to escape "the life". The following are "Judge Jean's" tips for a full life:

1. **You must have the ability to trust in God.** For he is the source of help, foundation and peace.
2. **Everyone needs a support team.** There always comes a time when you need encouragement.
3. **You must set your goals.** To have a past to go to.
4. **You must have strong determination.** This is necessary to reach your goals.
5. **Never forget, each one must reach back for one.** It is not enough to be the first Black whatever. It means nothing if you do not turn around and help some one else up.
6. **You must set your self in a position to help others.** You know where the pitfalls are. You must establish your self in a position where you can show others the way.
7. **You can never stop helping.** Every day you must justify why you are here.
8. **You must get to the place where you can say, "it is will with my soul".** When my time comes, I'd like to be able to say Lord, I did all that I could.
9. **If you can't say "I've tried", then you have not done anything with the talents God gave you.**

10. **To be able to admit fault, is what we are instructed to do by the Bible.** You must be able to admit when you have made a mistake. It is a cleansing action.
11. **You must always seek forgiveness.** It is arrogant not to, for we all have fallen short.

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Coming Attractions:

REQUEST FOR PROPOSALS Commercial Revitalization Pilot Program

DUE: September 10th, 2002

Has your business or neighborhood organization been working to revitalize its commercial area located in an older area of Phoenix? Is your organization committed to the long-term improvement of property conditions, occupancy rates, and the financial stability of businesses in your area? If so, then the Commercial Revitalization Pilot Program may be able to assist you in your efforts.

The City of Phoenix is soliciting proposals from business or neighborhood organizations for the revitalization of older commercial areas located in the city of Phoenix. Two to three areas will be selected as pilot commercial business districts. The Local Initiatives Support Corporation (LISC), Arizona MultiBank, the City of Phoenix Community and Economic Development Department (CEDD) and Neighborhood Services Department (NSD) are sponsoring the program. They will assist the selected organizations to plan for the revitalization of their areas and apply for resources as needed.

Proposals are requested citywide with priority given to locations that are not Neighborhood Initiative or Redevelopment areas. Two to three areas will be selected as pilot commercial business districts. Technical assistance will be provided to support interested organizations in completing the application.

RFP Process

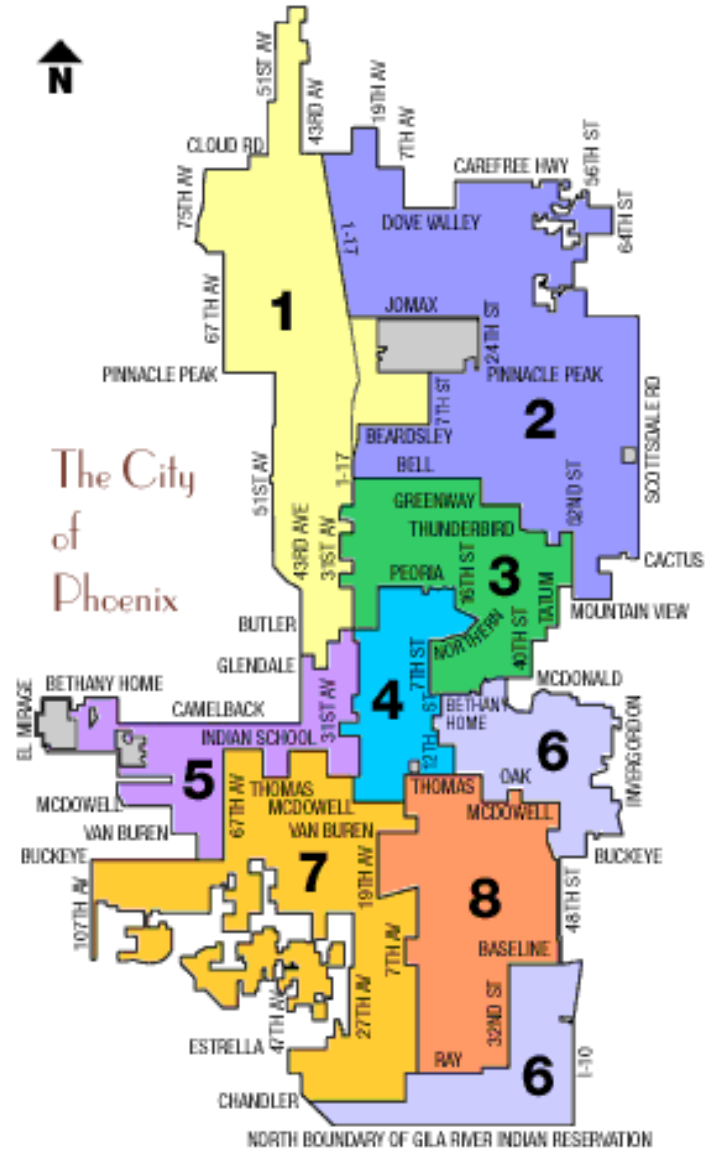
The tentative RFP schedule is as follows:

| | |
|--|--------------------------|
| RFP Available for Distribution and Advertised in City Page and Other Media | July 8 2002 |
| Pre-Submittal Orientation | August 8, 2002 |
| Outreach and Technical Assistance Meetings | July 8 - Sept 10th, 2002 |
| Close of Application Period | September 10, 2002 |
| Review of Applications by Steering Committee | September 11-27, 2002 |
| Recommendations to Economy and Commercial Revitalization Subcommittee | October 17, 2002 |
| Approval by Phoenix City Council | November 5, 2002 |

Background

In July 2001, the Commercial Revitalization Study Group (CSRG) was formed to identify strategies to address blighted business property along commercial corridors. The group included property owners, development businesses and members from the local community in its development of recommended strategies. The CSRG identified a need for a "pilot" Commercial Revitalization Program (CRPP) to identify and revitalize commercial corridors.

In May 2002, the Economy and Commercial Revitalization Subcommittee approved the establishment of the program to identify pilot commercial business areas where the CRPP would be implemented. On June 20, 2002, the Phoenix City Council authorized the issuance of the RFP for this initiative.



Program Description

The purpose of the Commercial Revitalization Pilot Program (CRPP) is to encourage commercial business district organizations to manage an assume long-term responsibility of the revitalization of their districts. The CRPP will support the organization in their efforts to improve property conditions, occupancy rates, and business financial stability. Training, technical assistance, and a part-time project coordinator will be provided to aid the organizations in seeding access to private and public resources.

Commercial continued on page 20.



We believed it is useful to provide glimpses into the thinking of successful people. The second to kindly accept our invitation to speak to us is **Mr. Larry King**, candidate for Congress in Arizona's District 5. His topic, Leadership. Mr. King, is a twenty year resident of the State of Arizona and has been an active participant in the affairs of several of the communities that are brought together in this new 5th Congressional District. Larry has served as Vice President of the Federal Bureau of Investigation Citizens Academy Foundation Board, and Chairman of the Community Outreach Committee. Mr. King has also been active in various community activities such as, the Tempe Community Action Agency Board of Directors, Ballet Arizona, and Center Against Sexual Abuse.

I am often asked what qualities make a good leader. Upon reflection of this question, I find that history has given us quite a few excellent leaders: Hammurabi, Pericles, Hannibal, George Washington, Harry S. Truman, General Benjamin O. Davis, Malcom X, Nelson Mandela and John F. Kennedy just to name a few. But I wish to talk about three American leaders that come to mind for this piece: Asa Phillip Randolph, Robert F. Kennedy, and Dr. Martin Luther King.

The first great American I wish to address never wavered from his commitment to the trade union concept and the civil rights movement. Asa Phillip Randolph was extremely instrumental in pressuring the United States government to officially end discriminatory practices. He became an activist in the 1920s as spokesperson for the Brotherhood of Sleeping Car Porters and was instrumental in winning the admiration of many labor and civil rights movements such as the American Federation of Labor and the National Association for the Advancement of Colored People. For being such a great outspoken leader, Randolph's enemies labeled him "the most dangerous Negro in America" because he was very powerful in creating positive change in this nation. A. Phillip Randolph was also responsible for the 1963 March on Washington that proved to be the turning point in the Black struggle for equality. In spite of great opposition, even from members of his own community, A. Phillip Randolph never lost sight of his overall goal and was extremely successful in bridging together a variety of groups to form a coalition whose goals were to improve American life.

When I think of leadership in politics, I think of Robert F. Kennedy. Kennedy had an undying commitment to public service. He questioned the complacency in American society. Kennedy not only challenged America to reject the status quo and give space to our imagination, he also sought to bridge the enormous chasms in American life: those between the races, those among young and old, those between order and dissent, and those between the poor and the more affluent in society.

The California Primary Victory Speech Kennedy gave in Los Angeles, California, on June 4, 1968 provides insight into his vision of leadership; "I think we can end the divisions within the United States [...] whether it's between blacks and whites, between the poor and the more affluent, or between age groups, or in the war in Vietnam - that we can work together. We are a great country, an unselfish country and a compassionate country."

Last, I think of Dr. Martin Luther King. Dr. King shaped the future and influenced the destiny of not only Black Americans, but ALL Americans. Dr. King once said, "we must continue to produce courageous, intelligent, and dedicated leadership." He said leaders should be both calm and positive, avoid the extremes of hot-headedness and Uncle Tomism, analyze the issues and press on with a vision determined and with wise restraint. He emphasized that leaders should not be in love with publicity, but rather with humanity, not in love with money but in love with justice. He finally stated that leaders should "subject their particular egos to the greatness of the cause." In short, Dr. King said a true leader is someone who places the needs of the people above personal needs.

As you know, Dr. King was instrumental in bringing about much needed change to a flawed system of government in spite of insurmountable resistance and bigotry. In spite of the extremely violent and hostile tactics of the opposition, Dr. King was able to lead this great nation to new heights through pursuit of justice and humility. Upon the death of this great leader, Robert Kennedy is quoted as saying; "No martyr's cause has ever been stilled by an assassin's bullet." We as Americans have a great responsibility: to ensure that Dr. King's dream NEVER dies and that "non-violent redemptive goodwill will proclaim the rule of the land."

I have been the beneficiary of the sacrifices of these individuals and my parents. While I was in college, I joined a fraternity named Kappa Alpha Psi. I subsequently was given the opportunity to serve as the fraternity's National Jr. Grand Vice Polemarch for two terms. I have been selected for the Valley Leadership Class XI, and today I am a candidate for the United States Congress in Arizona's Fifth Congressional District.

Throughout my studies as a youth, I came across a poem by Robert Frost. I soon took a quote from his poem, The Road Not Taken, as my motto. The poem states, "Two roads diverged in a yellow wood and I, I took the one less traveled by and that has made all the difference."

Be prepared, for you will never know when you will be called upon to lead.

Harper continued from page 9.

What should a novice self publisher be most aware of? Self-Promotion. Unless an author has captured national headlines or already has an established celebrity, they can expect to be entirely responsible for promoting their book without any help from publishers. Thank God for the Internet.

What's your philosophy on writing? A writer should have enough respect for the paper that's made from trees to have something worth saying before sitting down to write.

Simpson continued from page 9.

What artists' works do you offer? Actually, there are over 5,000 different artists. We offer everything from originals to pictograph to landscapes and abstracts. Personal Preference is more than traditional African American art.

In Arizona, which trend are clients following? The type of art that most are purchasing at the moment are jazz and religious pieces. Also, our clients are not restrictive. Our clients know what they like yet, have a broad taste in art.

TECNews/Education Continued from page 9.

Synergy hosts trade show

Phoenix, AZ (July 2002) - Tempe, Arizona-based Synergy, will hold its 7th annual TRADESHOW SEPTEMBER 20th 2002. There will be over 50 Manufacturers represented presenting new and exciting items to over 300 buyers. The Tradeshow will be held behind Synergy's free standing 25,000 square foot building in it's covered parking lot. There will be Food, Door Prizes, Entertainment and lots of free give-a-ways. The event is open to corporate buyers with advance registration.

For further information contact:
Howard A Weiss, Director of Marketing
602-438-0500 Ext 225
hweiss@synergypromo.com

Delta Academy/Jabberwock

Young ladies ages 12-15 and their parents/guardians are invited to the orientation for the 2002-03 Delta Academy/Jabberwock Program on Saturday, August 24, 2002, 2:00 p.m. - 4:00 p.m. at Phoenix City Hall, 200 West Washington in downtown Phoenix. The Academy/Jabberwock Program is a youth enrichment, talent and scholarship program that involves monthly activities September -April and culminates in a talent competition on May 3, 2003. The winner is crowned Ms. Jabberwock and wins a \$1000 scholarship and prizes. For more information, please attend the orientation and/or call 602-256-5663 or 602-978-4508.

Peoples continued from page 12.

Assuming your primary focus is the African-American market, its population exceeds 135,000. As a rule of thumb in marketing and promotion, an advertised event is expected to lose 20-25% of its target market. That cuts the gross population within the desired market down to roughly 105,000. The actual viewing audience may lie between the age brackets of 0-34 (young children and their childbearing parents). That reduces the market by another 30% (70,000 persons). The inability to financially afford a luxury as attending an amusement theme event (even if it is modestly priced) cuts the market down even more by 15% (60,000 persons). This number is still double the amount of the expected capacity for conducting the events over 4 days, 3 times daily. Remember that this is only within the African-American market. Expect 10-15% of the audience to be outside the black community.

Adding to the potential market is the number of children in the Las Vegas Valley. Southern Nevada is home to the sixth largest school district in the country (Clark County School District-CCSD), numbering nearly 270,000 students. Just 10 years ago, that number rested at 180,000 students, ranking the district 19th overall. An estimated one-fifth of the total population is enrolled in some form of secondary education. Including the roughly 105,000 persons under the age of 5 living in Southern Nevada, with the workforce of the CCSD (about 28,000 workers); and you have a gross population near that of Atlanta, GA. The people are here.

Peoples continued on page 19.

Berry Realty and Associates

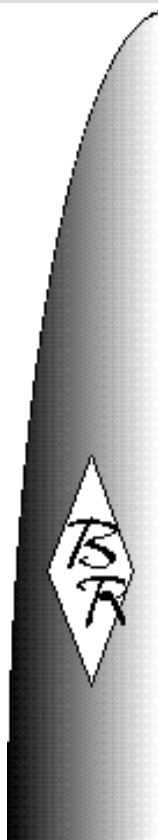
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Peoples continued from page 18.

The most important reason to stage the event in Las Vegas is the kind of entertainment it provides. Even though the city has made accommodations for the typical family of four, this is still promoted as an adult-oriented town. Recent advertisements in the USA Today and on the videowaves would suggest Las Vegas is getting back to the belief of "leaving the children at home." As a result, the consensus throughout the country is Las Vegas has no only the nightlife, not a city life. Staging an event such as this would be validation for the city in its never-ending goal of promoting a "livable Las Vegas." It would also be inclusive, crossing all racial lines. Who wouldn't want to go to the circus?

As far as providing the physical location for the event, there is plenty of space to go around. Another moniker Las Vegas enjoys is being the convention mecca of the world. From the Las Vegas Convention Center (LVCC), to Cox Pavilion, Las Vegas has the capacity to hold intimate meetings for a discussion group, or large events like Nascar and world championship boxing. In regards to this event, the parking lots at the University of Nevada-Las Vegas' Thomas & Mack Center (home to the UNLV Running' Rebels basketball team), Cashman Field Center (where the Triple-A affiliate of the San Diego Padres play), or the LVCC are more than suitable locations. Each facility is strategically placed within either the world-famous Las Vegas Strip, or the historically known Downtown-Las Vegas. The Thomas & Mack Center (T&M) is adjacent to McCarran International airport, the country's seventh busiest airport (37 million visitors annually), and serves as one of the major entrances to the UNLV campus (enrollment approaching 40,000 students). Cashman Field Center is the intermediary between the City of North Las Vegas (pop. 140,000 est.) and Downtown-Las Vegas, providing another source of invaluable car/foot traffic to the potential site. The LVCC speaks for itself. Located within the boundaries of the Strip (and physically near the Las Vegas Hilton), the LVCC has over 10 acres of parking space available. The infrastructure surrounding the facility is ideal for staging this event: (Walking distance from the Las Vegas Strip (Continuous traffic traveling from the Desert Inn Arterial (intersecting through the Strip) and Paradise Road (major street for professional services) (Storage facilities on-site and disposable. In addition, the Las Vegas Convention & Visitor's Authority (LVCVA) will effectively market the event (since it would be held on property it manages). The facilities are here.

Historical Clark County and Nevada Population Data, The Center for Business and Economic Research, University of Nevada, Las Vegas, c/0 2002

Table DP-1. Profile of General Demographic Characteristics: 2000- Geographic Area: Clark County, Nevada, United States Census Bureau, Census 2000.

McDowell continued from page 13.

How do you match clients with a home they'll be pleased with? That's easy. First, I meet with the clients for an initial interview to determine their needs and wants. During this interview, I thoroughly explain the homebuying process, escrow, inspections, closing costs, the loan process, and basically what to expect. I talk about the terms of the contract they will

eventually be signing and I explain the escape clauses that are there to protect them. I get a feel for what's important to them. Good listening skills are critical here.

Based on what they tell me, I search for homes that meet their criteria. It works best if I e-mail these properties to them and they can study them and let me know which ones they are most interested in. I then make the appointments to show them the houses they have selected. If they haven't been pre-approved with a loan officer, I arrange to have them get that done first so they know how much house they can get a loan for. So far, I have all satisfied clients.

Based on statistics and home sales, what's the most desirable area in the Valley? That's rather difficult to answer. All areas of the Valley are appreciating. The South Mountain area has become very popular over the last several years. It is a beautiful mountainous area; the homes are affordable and close to the freeways, airport and golf. It has become a haven for new homebuilders and families are taking advantage of this increase in property values. The Central Phoenix area has always been desirable for people who want to stay close to the city. The West Valley is growing and has become much more popular now that the 101 is completed. So, it's hard to say what areas are more desirable. Homeowners like the East Valley for its convenience and growth. Scottsdale probably ranks as one of the highest in home values, but of course prices are high. Cave Creek provides great views also for those who don't mind living further out.



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The Commercial Revitalization Pilot Program is a two year pilot program that will be carried out in two phases: 1) organization and capacity building and 2) implementation. The program will follow the Main Street approach as modified by LISC's Neighborhood Main Street Initiative for the urban environment.

Phase One: Organization & Capacity Building

The vitality and capacity of the commercial business district organization has proven be the key element to successful revitalization of commercial areas. In the first year of the process, the organization will want to ensure that its membership includes representatives of businesses, churches, schools, residents and resident associations, financial institution, customers, and as many private and public resources as possible. Involving a wide variety of district stakeholders will be essential to the success of the organization and its efforts. Organizations will receive technical assistance and training from the CRPP to assist them in the planning process.

Phase Two: Implementation

During the second year, the organization will focus on strategies that will lead to the long-term comprehensive revitalization of its district. These activities will include working with resources provided by the CRPP, working with the appropriate local, county, state and federal officials to carry out strategies, and submitting applications for resources. They will also include designing and implementing physical improvements to commercial building, obtaining infrastructure improvements, assistance in job training or recruitment, marketing to the local community, and various other activities as determined by the organization.

How to participate

**Proposal packets can be picked up at:
Neighborhood Services Department, 4th Floor
Phoenix City Hall
200 W. Washington Street
Phoenix, AZ 85003**

Packets can also be accessed through the Internet at www.phoenix.gov/BUSINESS/rfpcommercial.html.

Proposals are due by 5 p.m. September 10, 2002 to Kim Dorney Rodriguez, Deputy Director, at the above address.

**A pre-submittal orientation will be held
Thursday, August 8, 2002, 5:30 - 7:30 p.m.
Burton Barr Central Phoenix Public Library
1221 North Central Avenue
Phoenix, Az 85004**

For questions regarding this Request for Proposals, please contact:

Ernest Martinez at 602-256-3378.

Email: ernest.martinez@phoenix.gov

Or Lalie Melton at 602-495-5330,

Email: lalie.melton@phoenix.gov

Who are You?

Who are you? Where are you, what do you do? What do you think of what we are doing with The Ebony Cactus? Drop us a letter, we'd like to hear from you. Send your correspondence to:

Editor@TheEbonyCactus.com.

Why Advertise in The Ebony Cactus

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'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 who's 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. Building Bridges:** The Ebony Cactus is read by increasing numbers of companies seeking outsourcers, contractors and partners. Their readership further enhance your opportunities for growth.
- 4. Thousands of Hyperlinks:** The Ebony Cactus magazine are now active. Hyperlinks (sometimes called weblinks) are those (often blue underlined) lines of text you "click" on to go to a listed destination on the World Wide Web. Hyperlinks are normally static, found on a particular web page or search engine. Embedding hyperlinks within the Ebony Cactus changes this paradigm. Now a series of open weblinks travels and resides directly with the magazine. As long as you are using Acrobat or Acrobat reader 5.0 or better, all you must do is click on the link and your computer will do the rest through its default browser. Now there is a little more to it than this, so give it a try, this will aid in determining how your system is configured.

Why Advertise Continued on Pg. 21

Why Advertise Continued from Pg. 20.

For those businesses with web pages who advertise in, or are profiled by The Cactus, the opening of the hyperlinks has a particularly interesting effect. Every month, there are literally tens of thousands of copies of The Ebony Cactus distributed across the internet. Some are sent directly to subscribers. Even more copies however, are passed from friend to friend by "word of net". **Every time a new copy of the magazine lands on a readers desktop, a new weblink directly to your business is created.**

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, down load our ratesheet from:**
www.TheEbonyCactus.com/tecrst02.pdf, or drop us a line at: publisher@TheEbonyCactus.com.
Let us help you Make It Happen!

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