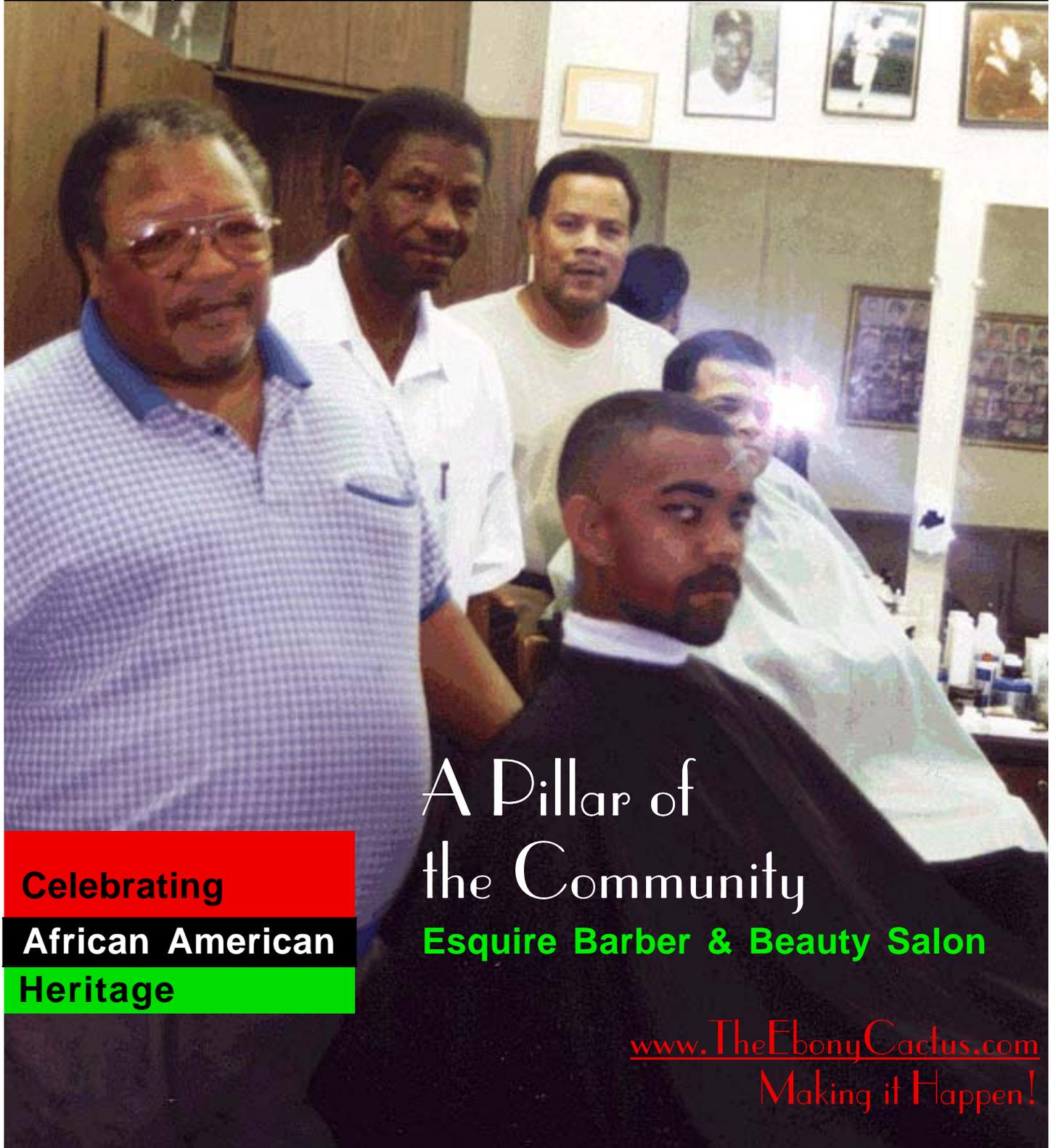


THE EBONY CACTUS magazine

Vol. 2. No. 3

February 6, 2003

A New Perspective on Business



Celebrating
African American
Heritage

A Pillar of
the Community

Esquire Barber & Beauty Salon

www.TheEbonyCactus.com
Making it Happen!

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Friday, March 7, 2003

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Theme:
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4 years old?

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We wanted to invite all of
our family and friends
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**We're Behind The Scene
Keeping You On The Scene**

Mention you saw this in The Ebony Cactus

Published twice monthly, The Ebony Cactus is a new concept internet magazine that is sent directly to the reader. Created in PDF format, the magazine can be viewed equally well by both Macintosh and P.C. users. Hard copies made by the reader retain the exact format as seen on the screen. Past issues are archived at www.TheEbonyCactus.com.

Who reads The Ebony Cactus?

- Currently, the per -issue readership is about 20,000. The following is a partial listing of where The Ebony Cactus is read: Motorola, Intel, Aztec Engineering, Evans and Kuhns, First Institutional Baptist Church, Southminster Presbyterian Church, Arizona State University, The Thunderbird Graduate School of International Management, Arizona State University West, Maricopa County Community Colleges, University of Arizona, University of California Davis, Palomar College (San Diego), Los Angeles Unified School District, Berkeley County South Carolina School District, Medical University of South Carolina, The J. Paul Getty Trust, University of Phoenix, Flagler Hospital (Florida), San Francisco State University, Nokia, City of Phoenix, Arizona State Government offices, Roosevelt School District, South Western Bell(TX), BellSouth (Atlanta,GA), NTL.com (UK)/ Arizona, California, Nevada, Minnesota, South Carolina, Texas, Florida, Louisiana, Georgia, Tennessee, Kansas, Oklahoma, Washington State, Washington DC, Maryland, Virginia, South Carolina Japan, Belgium, United Kingdom, Japan and South Africa.
- 99% use computers
- 99% use the internet
- 58% have family incomes exceeding 50K (www.census.gov)
- 35% have family incomes exceeding 75K (www.census.gov)
- 42% hold a bachelors degree or greater (www.census.gov)

Who is Profiled in The Ebony Cactus?

The Ebony Cactus magazine presents in-depth interviews with a wide variety of successful businesses. We seek to look beyond the superficial to see how they work and why they succeed. Non-Profit organizations such as Kappa Alpha Psi Fraternity, Planned Parenthood and First Institutional Baptist Church with strong business backgrounds and programs of interest to the African American Community have also been profiled. In addition, we utilize a cadre of professionals to present detailed lectures on business management. **Finally, the Ebony Cactus seeks to provide you information on new business opportunities before they come over the horizon.**

The Ebony Cactus magazine's definition of business includes individuals who sell their services for a fee. In other words, any one who earns a living, is in business. This unique perspective allows The Ebony Cactus to provide additional insights on individual success, for example the spotlight on Ricky Colter in the January 1st issue.

Expanding concept of individual success, The Ebony Cactus also presents the Success 101 seminar series. In success 101, notable achievers discuss their personal "keys to success." This conversation between the writer and the reader explores those nuances of experience that are often lost, but are now recorded here for posterity.

Should I advertise in The Ebony Cactus magazine?

Yes, you should. Your full color advertisement in The Ebony Cactus will be seen by thousands of potential customers world wide who possess the resources and the need to use your products and services (see demographics). A service unique in the nation, the nature of the Ebony Cactus encourages it to rapidly propagate across the globe through "Word of Net." The higher the quality of information in the magazine, the more it is passed along for more eyes to see. Your quality advertisement will synergistically add to the overall value of the of the magazine thus increasing the number of individuals that will see your services.

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If the palm of the hand itches, it signifies the coming of great luck. - Lesotho Epigram

Here's the set-up. While in a power discussion, an individual associates business prosperity with an adage - a superstition. Yep, this person is a pillar of the community, a negotiating mogul. Clearly, you can see it isn't beyond his or her ability to believe in things that can not be seen as reasons for success. Have you been hoodwinked, bamboozled or both? Here you sit, surrounded by Versace wearing whisperers of tales. Disillusioned you ask yourself is this all there is to success?

No! But, you should adhere to real confirmations that clearly demonstrate business leverage and growth which just happen to lead to longevity. One of the ways in which to do this is by charting. Often, we become enthralled with the shake and bake of labor (what the business is doing), that we forget to chart the rise and fall (how the business is doing) of our enterprises. Charting is an easily recognizable means of evaluating company strengths and weaknesses and can be implemented and utilized in many forms.

Another means of evaluating a business is through the use of surveys. I do understand that many surveys and may represent biased information. The world is not perfect; and whoever got anywhere without trying in the first place? Nevertheless, the request of your clients' input and their participation to that request can lead to your organization's ability to function better; thus, serving clients' needs which in turn means longevity and profit for you.

At this point your asking yourself, "how hard can it be to assemble a group of people to gather information?" Will graphs on a computer screen motivate employees to increase daily outputs? Maybe not, but what I've discovered is with surveys, customers don't disclose how they feel about a company's processes and procedures. This is due largely to the fact that surveys generally measure specific information only interesting to the party involved. Therefore, vital customer information that's needed tends to be missed. The facts of how your operation affects their business comes in the form of modest comments. Your buyers simply want good products and on time service. Yet, the answers to their needs are not always so simple. Implementing Real Time Research Information can be the answer.

Finding meaningful ways to gather customer information can be a daunting task. Recognizing success sirens in your business is to develop useful tools that can help you measure real time growth. The key is in allowing customers to be frank and open about their needs. Otherwise, you can use the itchy palm method. Onward!



Saturday February 1st, 2003, there was a tragedy in the sky over Texas, and now the nation mourns. Immediately, there were cries of "slow down." "Man does not belong in space." Even, "God is trying to tell us something." Seven brave men and women died following a dream that was to them, worth the risk. A dream that we should share. How soon we forget the adage "nothing ventured nothing gained." We have grown use to our safe contained world and forgotten the thousands who risked and lost their lives seeking to build a better tomorrow for their children. We climb aboard a 777 forgetting that the first powered flight 100 years ago spanned a distance less than 1/2 the length of that plane's fuselage. Space flight is nothing new, just the next step in the adventure man has been on for 150,000 years.

Our journey of 5,000 generations however, has had its fits and starts. It has had times when some seem to loose that desire to see what is over that next hill. Without vision, the people perish! Have African Americans today lost their vision? Have we grown comfortable with our luxury cars, high degrees and big homes in what once was the "White part of town?" Have we forgotten the millions of our ancestors that died and the millions that survived the middle passage? The millions who endured slavery with the vision of freedom one day, if not for themselves, for their children? The millions who despite the restrictions of Jim Crow, built a culture like the world has never seen? Have we forgotten our parents and grandparents who fought, died, scrubbed floors, picketed, boycotted, were fired, fire hosed, dogged, flogged, wiretapped, arrested and lynched all so that we can drive a SUV (as I do) today? Have we indeed lost our vision? Our desire to strive for greater things?

What vision do you have for your children? Something more or just more of the same? What values do you teach them? Do you teach them think about only what they can get today, or what their lives and children's lives will be like when they are 45? Do you teach them to always try to grow? To try to make live better not just for them selves, but for others as well. To always improve, to try to be more tomorrow than they are today. Most importantly, what do they see in you, for no matter what you say, they will do as you do. If they see you continually growing, they will seek to do the same. The "Columbia 7" were lost helping to a bridge to the future for their children and ours. Do not forget nor ignore your role in that ultimate construction project. The adventure must continue!

Enough for now, on with the show.

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The following speech was given by Fernisha Brown, an intern in the Career Development and Leadership Program (C/LDP) in honor of Martin Luther King's birthday 2003.

The C/LDP is a three year internship program designed for African American students who are above average achievers. Interested students must submit an application with references from teachers and must be interviewed prior to enrollment. Once accepted, interns are evaluated semi-annually to monitor progress and to review merit for scholarship.

During regular meetings, interns discuss current issues, attend seminars and develop speeches. Interns meet every Saturday from 10:00am to 12:30pm. For more information, contact program founder Mr. Hubert Ross at 602-310-6194

My name is Fernisha Brown. I am a 13 year old, second year intern in the Career Leadership and Development Program (CLDP). First of all, I would like to say that I am thankful to the Lord for allowing me to be here with you this morning. It is indeed a great pleasure to be able to share my thoughts with you on this MLK holiday. To the CLDP founder and advisor Mr. Hubert Ross, and to Mr. Reginald Ragland also our program Advisor, I extend a hardy thank you for giving your efforts in maintaining the program and selecting me to participate. Finally to my fellow interns for giving me advice and instruction during my internship and to you all be for being here.

The title of my speech is "Imagine." In my speech I will be talking about how it was to live back in the late 1940's and early 1950's when Dr. Martin Luther King, Jr., was fighting for our basic First Amendment Right including freedom of speech, press, assemble, petition and religion. I "*imagine*" how much strength and unity we had as black people. We never gave up. In this speech I will be comparing time with then and now. So come and "*Imagine*" with me what it must have been like.

I "*imagine*" living back in the 1940's and early 1950's. And being black. Think how they would look at us now and say what a far way we have come. "Imagine" a girl much like myself, a 13 year old black girl living back then. She probably woke on any day and turned on her TV, if she was even blessed enough to have one. She most likely saw all white people on the screen except for the black people protesting and getting beat by the police. She probably had to walk all the way to school, then all the way back home after school.

I couldn't "*Imagine*" what else was happening so I called my Grandmother who lived at that time. She told me that she had to go to a school called Palo Verde "Black" School. She had to go to school with black children only. It was a school for "Colored People" only. She had to walk to and from school. They used books that were second hand, that the little white children had played over ripping out the pages and writing things in them. They had to get lunch off of a bus that came from the white school. They ate in one big classroom, they didn't have any lunchroom or cafeteria.

Now, I am a 13 year old black girl living in 2003. I wake up every morning and turn on my very own TV in my own room. I can turn it to a channel and see several multi-millionaires who are black. I don't have to worry about walking. I get driven to school and driven back home after school. I go to a public school called Maxine O. Bush Elementary with all cultures. I see Black, Whites, Mexicans, and Indians. My textbooks are brand new and I am sometimes the very first person to use them and turn the pages. I eat lunch from my school cafeteria. I eat in my cafeteria not a classroom. We as a people take so many things for granted. The little black girl of the 1940's would look at me and how I live and faint with shock. She wouldn't be able to believe how much money some of these black people are making, like Johnny Cochran and all these actors, singers and rappers. We have come such a long way and we don't even pay any attention to it.

We're starting to see more and more product of Martin Luther King's Dream. Look at me, I am a black child. I have never been exposed to seeing a water fountain and not being able to drink from it just because it has a sign that says "Whites Only." I couldn't "Imagine" having to go to a bathroom and look at the sign that says "colored" on the door. Or having to get up on a bus just because a white person was coming on. I couldn't begin to "Imagine" that in my mind. My mother and father had so many opportunities and I have even more. I can go to any college in the whole world as long as I meet the qualifications with my grades and behavior. I can become a doctor, lawyer, police officer, firewoman, accountant, teacher or any other job in the world.

So, I just wanted to tell you Dr. Martin Luther King, Jr., had just a great dream. We are living some of it right now and we take it for granted and can only find the bad in everything. The main thing I want you to remember about my speech is look at yourself. You are living a part of Dr. Martin Luther King's dream right now whether you want to or not. Like our theme says, "Now is the Time." Now's the time for us to become stronger and stronger an stick together. We have so many talents and we are too afraid to come out and take a stand on them. Martin Luther King had a dream, and he stood up for his, so we should stand up for ours. "Imagine Greater Than Ever, Then Take The Charge." I hope you liked my speech and thank you for listening.

**Arizona African American Legislative Days
Thursday, February 27th, and Friday, February 28, 2003**

Location:

Arizona State Capitol Complex

Vision:

African-Americans from throughout the State, will gather to make strategic plans and to communicate their collective community concerns and aspiration to the State Legislature.

Mission:

The Arizona African-American community will address concerns related to the following areas:

- Education
- Health and Wellness
- Justice
- Economic Development (Including Housing)
- Environment

Tentative Program

Thursday, February 27, 2003			9:45	AM	Strategic Directions
8:30	AM	Assembly	-		Education
			-		Health and Wellness
9:00	AM	Opening Prayer/Welcome	-		Justice
			-		Economic Development
10:00	AM	State of the African-American Community Address	-		Environment
			11:30	AM	Lunch/Keynote Speaker
10:30	AM	Reception and Rally Reiteration of Purpose of the Legislative Day	1:00	PM	Strategic Roll out report from each of the committees
11:30	AM	Lunch	2:30	PM	Closing Statements
1:00	PM	Floor-Session	For more information and updates on the program and activities, contact State Representative Leah Landrum-Taylor at 602-542-5864		
Friday, February 28, 2003					
8:00	AM	Assembly of participants			
8:30	AM	Overview of the Strategic Planning Process			
8:45	AM	Mission, Vision & Values Discussion			

www.TheEbonyCactus.com

Phoenix, Arizona

Esquire

by: George B. Brooks, Jr.

Name: George Greathouse
Business: Esquire Barber and Beauty Salon
Title: Proprietor
Location: 1153 East Jefferson Street
Phoenix, Arizona 85034
Telephone: 602-253-5073 or 602-495-9002
Years in Business: Since 1963
Number of Employees: 8



Background? I have been in Arizona since 1942. I came here when I was 5 years old from Arkansas. I went to Booker T. Washington and George Washington Carver High Schools, graduated in 1956 and then went to ASU for two years. I started my business in 1963 at the location where I am now.

Nature of Business? It is a barbershop, beauty shop and a restaurant. I felt those things would go together and so far it has. There is also a gift shop here that features African type clothing.

Location? When I chose this location it was in the middle of an all Black neighborhood, but over the 40 years it has changed. We are almost downtown now.

Clientele/Market? You can come in and see anyone sitting in my barber chair. I've had Meadowlark Lemon, Joe Black, Jesse Owens, KJ (Kevin Johnson), Mark West, John Schumate. You can come in the barbershop and see anyone sitting there. Mohammed Ali has been there a couple of times. Lou Rawls has been here as well. When I open that door in the morning, I don't know who is going to come through. Shaq has been here, Pippin has been here, we've had a lot of people come through here.

I am trying to do things right. Before the barbershop was the place where men gathered. Where you had the spittoons, dominos, checkers and all that stuff. Then I hired a woman and that changed. That is changed now where women and a lot of ministers come through as well. Mothers pull up to the curb and let their children out because they know they are going to be safe there.

My clientele is everybody. We've got teachers, doctors lawyers and scientists. You know just everyday people. It used to be just men, now 25% of my clientele are women and more and more children.

Organization? All of the concerns run as separate businesses. I run the barbershop, my wife runs the beauty shop, Stacey runs the restaurant and Doris runs the boutique. I own the building and the other spaces are leased from me. I don't lease the chairs however. There are some shops where each chair is an independent business. I charge a percentage. That way I have control of when people come to work.

Competitive edge? The only thing I can say is I try to go give the best haircut I can give and to make people feel that when they come in, they are coming into their own house. I make sure they feel welcome.

Impact? Hopefully I've been a good example for people who wanted to go into business. I hope people can look at me and say maybe he did something right.

Esquire continued on next page



“I was looking around to see who Jesse Owens was and I was cutting his hair. I did not realize he was Jesse Owens, to me he was just my friend Jesse.”

Products? My products are good service and information. When you come into my building, there is an information center. We have people come and drop off flyers, newspapers and the like. If you want to know anything, the information is almost always here. The Informant is here. The New Times is here. The Ebony Cactus is here. Flyers on all types of things. It is not only a barbershop. You can come eat, get your cloths and get information for what is happening throughout the community. I did not really realize this till Doris the manager of the boutique, brought it to my attention.

Breakthrough Opportunity/Key to Success? The way that I treat people was a breakthrough. When you would come into my shop, I tried to treat you like you're family. That's the way I try to run my business. I try to have a personal relationship with every person I serve. I've always been this way. Its easy for me to speak to a person. How are you, how are you doing? I like to treat people how I would like to be treated.

Motivation? I like doing this. I love people. You could not do this job unless you love people. I love meeting people. I've met Meadowlark Lemon. I've meet Sugar Ray Leonard. Doctors, lawyers, basketball players, football players. I've met so many people and I like to listen. If you listen to them, you will learn something.

Philosophy? Treat people right and you will become a better person.

Most Memorable Experience? When I was talking to Jesse Owens and did not know who he was. I had cut his hair a couple of times early in the morning. I asked him what his name was and he said Jesse. The third time he came in, it was just he and I and I talked to Jesse. The next time he came in, there were a couple of other folks there and one of them recognized him and asked if he was Jesse Owens? I was looking around to see who Jesse Owens was and I was cutting his hair. I did not realize he was Jesse Owens, to me he was just my friend Jesse. The Brother who beat Adolph Hitler and I did not recognize him.

Below the Surface? What you don't see is what my love for the customers means to me. I don't look at you as a customer. I look at you as a friend. When I see a new customer, I see a new friend. Yeah, I am here to make money and I do. But money is not the most important thing. Friendship and getting someone else to come back is more important to me. Anybody can cut your hair. Giving the best I can give is what builds a business. This is what strive for.

Future? My business has gone as far as I can take it. I am in my sixties now and I am looking forward to retirement and hopefully, I can find someone who can take it on to further heights. If someone came along and wanted to buy the business, I would be open for suggestions.

Minneapolis, Minnesota

African American Registry

edited by: Angela Miller-Brooks

Business: The African American Registry (AAR)

Type of Business: African American Registry
(Historical Preservation)

Owner: Benjamin Mchie, President and CEO

Location: Minneapolis, MN

P.O. Box 19441 55419

Voice mail: 612-822-6831

Fax: 612-825-0598

Cell: 612-242-3945

E-mail: bem@aaregistry.com

Website: www.aaregistry.com

Year Established: 2000

Employees: Less than 20



Type of business? The African American Registry(AAR) is a company that presents the history of the American Black experience.

Business development? The concept originated in January 1999. We compiled a substantial (and ever growing) amount of historical information for our database. We then placed it in a calendar formatted web site which became the AAR during the summer of 2000.

Target customers? We provide useful information to those who are aligned within the demographical age ranges of 20 to 50 years of age and from educators to families. We are currently focusing more and more on kids of all ages.

Primary product or service? The base of our mission is our free Internet service of Black History. We are developing an array of educational and personal products that are encouraged and supported by the web site. We have a growing line of calendars called - *Black History/365*. We also produce 60-second narratives of daily Black history for radio broadcasts. In the future, we'll create a line of greeting cards, coffee mugs and wearing apparel. AAR will offer other projects readied as spin-offs of the endless ways in which we can learn and teach.

What is the primary function of your product or service? The AAR honors Black history month by making the subject of Black history a year-round celebration and recognition of a segment of American history on a daily basis. Our calendar-formatted information (which is infused in all our products) unites yesterday with today, everyday.

Motivation? Black History month is an essential institution. Yet, there's not enough time within a month to recognize all of Black America. The African American Registry honors the overlooked and absent stories of Black Americans.

Competition? There are many Black history organizations with web sites that recognize this subject on a daily basis. We present readers with at least four biographies each day. We also cross-reference them with twelve separate categories that cover every aspect of American life from education and episodes, to business and religion.

AAR continued on next page

Pricing? Pricing is factored in a formula that includes manufacturing costs infused into business growth and the percent given back to the community.



Product differentiation? Our concept is unique. The AAR can inspire anyone to discover what happened in African America on any of the special days of the year that we all have a personal relationship with such as birthdays, anniversaries, etc.

Top 3 reasons to buy your product or service? Promotion of knowledge, endorsement of harmony and benefit towards society.

Startup and initial response? The website went up in 2000, During the fall of 2001, we test marketed our wall calendar "Black History/365,". Since that time our free Internet service has more than quadrupled and the calendar is growing in popularity as well.

Marketing strategy? We look at the fiscal and abstract return on our products and services and cross-reference the information with all of our short, mid and long-term goals.

We continue to look at young people, Kinder through grade 12. We want to cater to their educational, self esteem and diversity needs. Our challenge remains continued establishment in the Black community and further alignment with corporate America.

Staffing? We have a small staff including promotion and marketing professionals.

Key message? Our mission is "To educate and inform people of all backgrounds about the thousands of events that are the American Black experience. Our slogan is "Education means you've got game, it guarantees great life performance."



The Ebony Cactus is seeking additional
writers

Over the past year, our outstanding faculty of writers have brought you a wide variety of subjects ranging from how to find a job to how to write a business plan. Along with continuing this series of seminars, you have told us you want more. So be it!

Currently seminars are being developed on environmental compliance and on Black business in South Africa If you have information you feel would be of interest, we invite you to contact us. The following are a few of the criteria:

Authors/Sources: Articles are written by journalists, business people, academics, technical professionals and consultants. Prospective writers are encouraged to read past issues to get an understanding of content, direction and style.

Viewpoint/Style: Our readers are interested in business tips and information that is directly useful to them and that is provided by their peers. Our writing style is academic with journalistic overtones. We desire to present valuable and concise information in a way that is not dry or dull.

Mission: Our mission is to connect the disconnected by creating a document with a combination of features that interact synergistically to provide high value to our readers and advertisers. To accomplish this task, The Ebony Cactus magazine must be: Useful, High Quality, Ground Breaking, Exciting, Consistent, In Depth, Accessible, Insightful, Readable, Clear, Innovative and Timely.

Subjects Covered: Entrepreneur and established business profiles, business management, accounting, job hunting, success tips, new development updates etc. We use by-lined articles, interviews and reports.

Article Length/Scheduling: News articles generally run approximately 200 words. Business profiles, Spotlight profiles and feature articles run between 400 and 800 words. Requests to guest lecture (write) should be received 3 months in advance. Completed articles must be timely at receipt and transmitted a minimum of 3 weeks in advance of publication.

Editorial Calendar: Requests to guest lecture should be received 3 months in advance. Completed articles must be timely at receipt and transmitted a minimum of 3 weeks in advance of publication dates on the 1st and 15th of the month. The Ebony Cactus reserves the right to accept/reject and edit manuscripts and set publication dates.

The 2003 editorial themes will focus on various industries or business types including, beauty and fashion, health care, travel, technology, banking, finance, and the arts. The magazine will continue its lecture series on business management and success tips. Finally, the geographic focus will be expanded to nationwide but with emphasis on businesses in San Diego, Los Angeles metro and Las Vegas.

Contacts

Publisher: Angela Miller-Brooks (602)821-8191
publisher@theebonycactus.com





Type of business? I own and operate an animation & licensing business. In animation we create cartoons for kids to enjoy and learn. We license the rights of our animated properties to different licensees and/or manufacturers, like Mattel, Nintendo, Fruit of the Loom, Micro Soft and many, many more. To get an idea of what we do, think about all of the merchandise "Mickey Mouse™", "Sponge Bob Square Pants™", "Pokemon™", etc. are on.

Business development? Grace Animation Studios was born, when I created the animated superheroes called the Avenging Apes of Africa™. After that, I developed the characters and story with the help of Executive Vice President - Steven Single and Art Director - Dan DeForrest. The Executive VP, Art Director and I prepared the characters over a series of years. We then presented them to Children's Entertainment World at the LIMA International Licensing Show in New York.

Competition? Our competition (Disney, Dreamworks, Nickelodeon, etc.) are those other animation companies and licensing firms that create and promoted children's entertainment and entertainment properties.

Danville, Kentucky

Grace Animation Studios

edited by: Angela Miller-Brooks

Business: Grace Animation Studios
Type of Business: Animation and Licensing
Owner: Christopher Turner, CEO
Location: Danville, Kentucky
P.O. Box 1844 40423
Telephone: 859-238-9717 859-326-0570
E-mail: cturner@avengingapes.com
Web-site: www.avengingapes.com
Year Established: 2002
Employees: 2
Projected Revenue 2003: 1 to 5 million

Target customers? Our target customers are children who are between the ages of 5-12 years old worldwide.

Primary product or service? Our service is to produce and market quality educational and entertaining animation. After producing an animation series, products are produced by different manufacturers who license particular rights from Grace Animation Studio for retail sales. For our current franchise, the Avenging Apes of Africa™, we have developed an A1 web-site featuring the characters, AvengingApe.Com. Chiefly, our purpose is to promote the characters to our core; then, create a stream of revenue from the online sales of Avenging Apes products like, t-shirts, posters, CDs and Fan Club memberships, etc.

Primary function of your product or service? Products are developed mainly to entertain children and in some cases educate. The products are also used as promotional vehicles. The function of our service is to create clever, yet very entertaining cartoon series and then license the rights to successful licensees/ manufacturers around the world.

Consumer initial response? The initial response was very pleasing to say the least. Orders were placed and we had a great deal of feedback and support about the franchise.

Grace continued on next page

Motive? I assumed the motivation and desire for this business after having a dream about the Avenging Apes of Africa™. I started communicating with people at Walt Disney, Hanna Barber, Warner Brothers and other big animation companies. I was encouraged to develop the property and present it to TV Studios, toy companies, publishing companies and the like. These companies would in turn provide the funding to produce a TV Series and/or Home Videos. I labored for several years developing my product for commercial and retail exploitation through our company and others. The foundation for the business began with a dream and has developed into the first phase of our comprehensive business plan, which is to introduce our animated franchise through the Internet.

I became involved **after** witnessing the success of other animated properties like Teenage Mutant Ninja Turtles™, X-Men™ and Barney™. Kids really loved them. Also, I was very encouraged after being involved at LIMA International Licensing Show and Conference. Licensing Agencies and manufacturers from around the world wanted to represent the Avenging Apes. This really let me know that I had something that kids everywhere would love and support. My kids really encouraged me also; I wanted them to play with Avenging Apes Toys, and video games, etc. My greatest encouragement came and still comes from the Lord.

Competitive Advantage? Our competitors have deep pockets, we don't. Therefore, we had to spar against our competitors on a different level. Our Avenging Apes of Africa™ franchise differs from most other animated properties in that it educates and informs while entertaining the children. That's a rare combination in this particular area (action superheroes) of animation market. The Avenging Apes will take viewers to different parts of the world in each episode or story, which makes the property extraordinarily appealing (Internationally) to both consumers and manufacturers-licensees. Our competitors have lost a very important aspect of the business. They rely on the success of the franchise to huge marketing budgets, and forsake quality programming and simple storytelling. We feel that Avenging Apes property has exciting and believable characters. We also feel it projects wonderful stories that can take viewer(s) on a host of fun filled adventures.

Pricing? We took a good look at our competition and what type of profit we desired (to reinvest in our company). Thereafter, we priced our products on the web accordingly. Retail pricing for the many licensed products (books, games, apparel, videos, and much more) will be solely up to the manufacturer(s).

What are your 3 top objectives? Our objectives to selling our Avenging Apes Franchise is:

- 1) To create brand awareness
- 2) To generate stream of revenue
- 3) To create funds that will be available to invest in the next phase of the business plan

When did you first offer your product? We launched AvengingApes.Com onto the World Wide Web on November 11, 2002. Later that November we forwarded limited press releases to various publications. After funding is in place, this quarter we will move to a full promotional campaign in trade magazines, on TV and the Web-Site and at trade shows.

Marketing strategy? Our marketing target is right on track with the strategy we developed within our business plan. We don't plan to deviate from it very much. We plan first to advertise on (3) major kid web sites with banner ads and contributing stories. We will continue to do news and press releases to further promote our franchise. We will produce an animated TV commercial featuring the Avenging Apes and run spots on popular TV and Cable stations around children's programming hours. We will exhibit at trade shows like LIMA Licensing Show in New York City, and many other tie-in promotions.

Although the economy has changed, God hasn't. I will first put my trust in Him and try with "prudent" faith our existing marketing plan. And of course if the marketing plan becomes ineffective or inefficient, we will deviate.

Key message? The message we'd like to convey to both children and parents around the world is that the Avenging Apes of Africa franchise is an entertainment property that promotes fun and amusement. While being entertaining, children will learn and become informed on topics such as animal life, endangered species, customs, geography, science and much more. They will learn without realizing it because the information is blended into the fun and excitement of the show and with the aid of many interesting characters.

**Arizona Africa Society
AZAfrica**



Presents for Black History Month

Africans Aboard the Cyber Spaceship

**February 17, 2003, 6:30 PM
Arizona State University West, La Sala Ballroom
4701 West Thunderbird Rd**

In Partnership with

Arizona Africa Society at Arizona State University West, AZAfrica at ASU West

Co-Sponsors: Associated Students of Arizona State University West, ASASUW; Arizona State University West's Campus Environment Team, CET; Arizona State University West's Multicultural Services

The Arizona Africa Society's 2003 Black History Month program honors the history and heritage of African mathematicians, scientists and inventors, a legacy dating from antiquity to cyber space. Our Keynote speaker, *Philip Emeagwali*, is an African who is aboard the cyber spaceship. His true stories of unsung heroes provide deeper insight into the world of African invention. His personal story is part of a heroic struggle for minority inclusion in the archives that record human achievement.



About the Keynote Speaker: Philip Emeagwali-A Father of the Internet

Philip Emeagwali is a mathematician and scientist with a humanitarian interest in Black history. He has overcome many adversities to reach success. His topic will focus on the contributions of people of African descent to the world in the areas of science and technology.

As a father of the internet, Philip Emeagwali views his inventions as but one example. He uses his mathematical and computer expertise to develop methods of extracting more petroleum from oil fields. It was his formula that used 65,000 separate computer processors to perform 3.1 billion calculations per second in 1989. That feat led to computer scientists comprehending the capabilities of supercomputers and the practical application of creating a system that allowed multiple computers to communicate. For this accomplishment he received the prestigious Gordon Bell Award.

You are invited to hear his story.

We believe you will be inspired!

Contact information for AZAfrica

Phone: 602-938-2207 Email: azafrica@azafrica.org Website: <http://www.azafrica.org>

The Job Search Pt. 6

Special guest lecturer: Ella Dawson



Ella Dawson is the Business Department Chair and instructor at Everest College, (formerly Rhodes College), in Phoenix, Arizona. She is the senior staff member, with fourteen years, at the college and is currently responsible for three program areas of Accounting, Business Administration, and Office Management and Technology. Each program offers an Associate of Applied Science Degree. She has also worked in the position of Area Director with the Arizona Cactus-Pine Girl Scout Council, in Phoenix, and was the first Black female supervisor at Brown & Williamson Tobacco Corporation, in Petersburg, Virginia. Her undergraduate and graduate studies were completed at Virginia State University. For related questions and answers, forward them by e-mail to: **mandedawson@qwest.net**.

The economy continues to fluctuate and companies are carefully deciding how they will spend their money on potential employees. They will select potential candidates to interview based on the best references by other employees, or through the screening of well-developed resumes. Therefore, the need to develop the best resume possible is critical.

The purpose of the resume is to provide information that is designed to obtain a job interview. The resume must be targeted to the career field that addresses the needs of the employer. It must target relevant areas such as transferable, adaptive, and job-related skills. Included in these three areas will be your knowledge and accomplishments.

Step one in any endeavor is to prepare. The resume must be prepared based on the identity of the potential employer. In reading and understanding the skills or qualifications employers want, your resume must respond to those skills and qualifications. That is why you cannot use the same resume for every/similar position you are seeking. There is a need to make modifications based on what is being requested. Once you know how you will use the resume, then you can write a much more effective resume that will get desired results. Preparation also involves spending quality time developing the content, using the right words and phrases to describe your skills, experiences, and accomplishments, and including a well-developed cover letter to include in the mailing. We discussed cover letter content in Part V, therefore, go back to ensure both of these documents are in their best format and style.

An additional rule of thumb is to utilize one-page resumes for seeking entry-level positions and two-page resumes for individuals with experience, skills, and accomplishments. I provide this statement on length because individuals who are responsible for reviewing resumes will spend approximately twenty to thirty seconds on resumes. They have trained their "eye" to pick up on key words and phrases that respond to the desired qualifications. As always, resumes must be error free and written in an organized format, detailing only the necessary, relevant information pertaining to the position.

Step two deals with selecting the best type of resume to market your abilities. From the research I have done, there are four different resume styles that we can select from. The styles are--chronological, functional, combination, and scannable resume formats. Let's do a small breakdown of each one.

The chronological format is probably the most common style. Most employers prefer this style, and it should emphasize the employment experiences or job history identified in reversed chronological order, with the most recent employment at the top of the list. This format is good if you are staying on your current career area, and if your recent job experience(s) is related to the job you are seeking. Your job history should be without gaps, but a consistent trail of related work.

The functional format displays your skills and achievements. You are providing a summary of skills and previous experience at the beginning of your resume. They should be organized so the employer can see how your skills relate to the position. If you have held a number of similar jobs, the functional resume can be most effective, because it will highlight your skills and achievements.

Dawson continued on next page

The combination format is the chronological and functional resume developed and combined together. Show where, when, and what your positions were. This will show your talents and put to rest an employer's concern about your experience. As mentioned before, most employers still prefer the chronological format. But you will need to pick and choose the format that is comfortable for you.

Lastly, the electronically-scannable resume is used more and more today. Key words are used to sift through a lot of the data from the internet, transmitted electronically. You must carefully position and repeat certain information to get noticed. Check out your search engines to gather samples of this process. The key words also provide "hits" and "buzzwords" you will want to use in as many areas as possible. Review the information carefully to ensure you are completing and providing as much information as required. Organizations are investing in state-of-the-art computer systems to increase efficiency in storing and accessing resume information. The computer will be used to scan/read your resume content and create a database of an applicant's skills.

There are key resume phrases and words that can be investigated to be used to help organize your resume statements. They should show involvement and accomplishment and provide a more readable resume. Go to jobtrak.com to see one of the more comprehensible listings for this purpose. Include benchmarking factors within your statements describing what you have accomplished.

To finalize this presentation, your resume should be constructed with these items common to the resume format:

- a. Identify who you are and how you can be reached. Include, of course, a full address and home phone, cell phone, e-mail address, work phone (if appropriate), and/or message phone. Do not let the potential employer have to guess how to get in touch with you.
- b. Provide an objective statement or overview (which is the new trend)--this statement should show what you want to do.
- c. Summarize your qualifications, education, and experience--preview samples of resumes to get a clear picture of what is needed.
- d. References and extracurricular activities can be noted, but is not necessary because the application will show this statement in which you can respond.

There is so much more information to the resume format. You must do your homework. Look at the many examples on the internet through a variety of search engines like, Alta Vista, Excite, Yahoo!! just to name a few. Many career and job search sites are also there to provide you with samples of different resume styles. This is why you need to have a computer at home so that you may work in the privacy of your home and at your leisure.

If there are resumes that you would like me to review, please forward to my e-mail address provided by this magazine. I will be happy to give you feedback. Part VII coming up!!

Spread the Word

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TO GOD BE THE GLORY

Why Advertise in The Ebony Cactus

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

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

THE EBONY CACTUS magazine

Vol. 2, No. 2

January 20, 2003

A New Perspective on Business

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We at the Ebony Cactus magazine wish to express our condolences to the families and friends of the crew of the Space Shuttle Columbia

Rick Husband
William McCool
Laurel Clark
Ilan Ramon
Michael Anderson
Kalpana Chawla
David Brown

Do not let their sacrifice be in vain
The Adventure Must Continue!