

[Click here to skip intro](#)

## Greetings

Welcome to The Ebony Cactus magazine  
for February 6th, 2004.

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

### Hint #1. DOWNLOAD FIRST THEN READ

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

**DO SO!**

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

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

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

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

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

### Hint #3 USE THE JUMP BUTTONS TO NAVIGATE

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

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

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

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

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

# THE EBONY CACTUS magazine

Vol 3. No. 3

February 6, 2004

A New Perspective on  
Business in the Southwest



Good Sportsmanship  
Supplier Diversity in  
Building the Cardinals  
Stadium

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\*According to our estimates



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**Tourism and Sports Authority.** When completed in August of 2006, the TSA/Cardinals Multipurpose Stadium will receive a tremendous amount of attention for its roll-out field, retractable roof, and dominant size. The construction team also hopes that the project will achieve positive results for its involvement and participation of disadvantaged, minority, and woman-owned businesses. This article explores what directions this project is taking. **Pg. 12**

Special to The Ebony Cactus by:

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&

Deborah A. Wilson  
Executive Assistant TSA

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**The Ebony Cactus magazine** is published semi monthly through the Internet by Ebony Cactus magazine Inc. There is no subscription cost.  
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Candice Hughes is President of EnStyle Planned Events an events planning and management company that provides a complete service in planning large and small events. EnStyle offers creative, professional and attentive service. Each event we produce provides an opportunity for your company or organization to be unique in style and forever memorable. Their Mission is to provide a professional and cost effective service of events planning and consulting. Our ultimate goal is to assist you in planning, organizing, coordinating, managing, and implementing the event of your desire. Candice may be reached at **602-843-9882, 602-931-6229** or [www.planenstyle.com/](http://www.planenstyle.com/)



**Dr. Letitia S. Wright Pg. 17**

Nominated small business journalist of the year in 2002, Dr. Letitia S. Wright, D.C. is the host of The Wright Place™ TV Show. In 1996 Dr. Wright was nominated for the Reginald Lewis Entrepreneur of the Year Award from the Inland Empire African American Chamber of Commerce. That year she was featured in Black Professional Magazine and HealthQuest magazine. She was also awarded the Business Press Top 100 Women owned Business award in 1996. You can watch it on the Internet at [www.wrightplacetv.com](http://www.wrightplacetv.com) or on the cable television channels in your area. She can be reached at [info@wrightplacetv.com](mailto:info@wrightplacetv.com) or **909-635-2040**.

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## Angienuity

### Got services? Lets play ball.

by Angela Miller-Brooks

#### You can catch a fish without a hook - The Color Purple

Big fish bite every once in awhile. Little fish bite all the time. In professional sports, and based on my investigation, league minimums in the NBA, MLB and NFL range from 300,000 to half a million dollars-respectively. While a handful of more recognizable professional athletes secure bounteous service packages from everyone including the poodle trimmer, some athletes, coaches, industry executives and their family members actual go unsolicited for years by numerous businesses and individuals with viable services to offer. It's an untapped market and similar to fishing. Let me elaborate.

Let's say you have a service, a portrait framing shop and your craftsmanship is highly revered by local patrons. To add, suppose you just happened to be introduced to a professional athlete, coach or executive, etc. of one of your local leagues. These men and women receive numerous awards a year. They also enjoy seizing the moment through memorable photos just like the average person, only their memories (especially athletes and coaches) are worth a lot more money at auction time than most. If you're a custom framer and your work accompanies a photo shot during a spectacular NBA All-Star game or a winning championship Superbowl, can you imagine the sale value on that photo at auction someday? I can. It would be scandalous and your name as the custom framer would live eternally.

If frame work doesn't have you thinking of ways to become a personal vendor to those in the athletic industry, then here's something else to consider. Many professional male athletes are married with children. Because their wives, parents, children and significant others are often in the public eye (remember Robin Givens, Delores Jordan- Michael's mom, Cookie Johnson and even Toni Braxton), they need services too. High profile women spend a mint on their looks and things to buy for the home and family. Specialty vendor services to this group could include personal shoppers and trainers, child - care, nail, spa and hair care treatment service, animal trainers/ caretakers, tutors, chauffeurs, financial advisors, event planners and more.

There are a hundred and one ways to catch a fish without a traditional net. If you've dreamed of being a world renowned athlete, but, was not picked in the draft for some odd reason, don't fret. All is not lost. Offer services to those who were and you may never go without work. To you be the victory and glory in life and business! **TEC**

## Living in America

### Time to join the team

by George B. Brooks, Jr. Ph.D

#### There is no shame at all to work for money - Ashanti Proverb

Is it time to join the team? No not you, your business. Let me explain. Major corporations are treating small companies as team members, not just suppliers. In the past, the major corporations were only looking for a quality product from minority vendors (MV), if they had any MVs at all. Now, in this day of "Supplier Diversity," they are looking for much, much more.

I recently reviewed what I will call the "selection criteria" for minority vendors for 20 major corporations. Though there were always concerns specific to the business in question, the majority of them required **core competencies** were overlapping including:

- Being the best at what they do and having extensive experience in their field.
- Having excellent customer service .
- Being financially viable .
- Having competitive and "Value Added" capabilities .
- Exhibiting high ethical standards.
- Having an understanding of the hiring company's business.
- Having a technological or service advantage over other competitors.
- Being innovative in the delivery of goods.
- Being third-party minority or women-owned certified.

Where in the past a small company needed only to be minority certified, today the hiring companies see the diversity supplier as a team member and representative of the hiring company's business. Therefore, they demand levels of competence far beyond the quality of the product, just as they would any other member of a team. If you think about it, this also explains why when many minority companies seek business from major corporations, they are rejected. Even though they may have a great product, without the rest in place, they still will not get the job for they don't fit the team profile.

Over the next few months The Ebony Cactus will take a detailed look at each of the core competencies above and the individual needs for corporations across the southwest. We are also instituting a comprehensive series of training seminars to explore each concept. Read them carefully and come to the seminars, for we believe, they will help you get a job! Enough for now, on with the show **TEC**.



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## SUNS.COM RANKED BEST WEB SITE IN NBA BY SPORTS BUSINESS JOURNAL

**PHOENIX, ARIZONA** - [Suns.com](http://Suns.com), the official web site of the Phoenix Suns, has been ranked the number one website in the NBA and the third best site out of 131 professional sports team web sites in a ranking just released by Street and Smith's Sports Business Journal (SBJ). Suns.com was also ranked as having the number one NBA site 18 months ago when SBJ last released rankings.

The rankings, conducted by SBJ and the University of Massachusetts-Amherst, reviewed four areas - content, design/technical, commerce and inter-activity, using a 40-question, 122-point internet audit. Suns.com, which ranked either first or second in each category among NBA teams, recorded a score of 106.583, the highest point total for any NBA team web site, and just behind the NHL Washington Capitals (107.583) and NFL Cleveland Browns (107.083) overall.

"The impact of this survey is tremendous," says Suns president and chief operating officer Rick Welts. "We are being judged in the areas that are most important to us, and ultimately to our fans, and we couldn't be prouder of the results.

It's a tribute to our director of publishing, Jeramie McPeek, and his staff that our website continues to earn praise from our fans and our peers."

Suns.com, which debuted in 1995, was relaunched in October 2003 with a new design and enhanced inter-activity. The new design gives fans greater access to news and audio/video highlights, as well as the ability to purchase game tickets.

"It's safe to say we are just scratching the surface of what new technology will allow us to do," says Welts. "It's our objective to remain on the cutting edge of that technology, and to make sure our fans ultimately benefit from it." The only other NBA team to make the top ten was Memphis, ranked 10th. The complete rankings will be published in the February 2-8, 2004 edition of Street and Smith's Sports Business Journal and are also available at [SUNS.COM](http://SUNS.COM) or [www.umass.edu/sptmgt/](http://www.umass.edu/sptmgt/).

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## INDIGO IMPRESSIONS LAUNCHES FINE ART DVD MAGAZINE AND WEBSITE



**Los Angeles, California**-Indigo Impressions, the DVD Magazine of International Fine Arts announced the unveiling of its first issue and corresponding website.

Indigo Impressions DVD Magazine features established and emerging Black and Multicultural fine art, photography, architecture, painting, jewelry, poetry, music and films through interviews and on-location reporting. The DVD plays in a DVD Player like an hour-long TV Show that also interacts with the Internet via embedded links. The DVD Magazine is available at [www.indigoimpressions.com](http://www.indigoimpressions.com) and aims to be distributed via magazine stands internationally.

Says co-founder Johanna Garrick "Indigo Impressions is a DVD Magazine dedicated to International Fine Arts, with a focus on Black art and culture, providing uplifting and inspiring images through the arts. Society is propelled forward initially through the arts which pave the way with vision for the future. The destiny of a people is determined by their image of themselves".

Indigo Impressions was conceived by Gerald Talifero, the African-American fine artist and entrepreneur who founded one of the first Afrocentric e-cards websites in 1999. Initially Indigo Impressions was developed in order to fill a void in Black fine art publications. However while keeping its Black focus, Indigo Impressions has developed into a multicultural venue.

"We are able to show a very balanced picture of the International fine art world that appeals to a wide audience" says Talifero. "Indigo Impressions is a quarterly DVD-zine showcasing artists from all art forms, using leading edge technologies to showcase traditional arts. Interfacing the DVD with an online website brings our subscribers the best of both interactive worlds. They can interact with the artists as well as with each-other via the website. We are primarily geared to art collectors looking for high caliber artists. The magazine's rounded artistic coverage will further keep collectors on the pulse of the movements that shape artistic vision."

[www.indigoimpressions.com](http://www.indigoimpressions.com). Courtesy-  
[BlackNews.com/BlackPR.com](http://BlackNews.com/BlackPR.com).





Anne Mariucci (L) and Kathy Munro (R)



Robert E. Carter

Send new hires, promotions, professional advancement announcements, conferences, meetings etc., to: [ecmagazine@aol.com](mailto:ecmagazine@aol.com)

## Moving Up

### Phoenix Mercury

**Anne Mariucci and Kathy Munro**, who have established stellar reputations as business and community leaders in Phoenix, have agreed to acquire 25% ownership in the WNBA Phoenix Mercury, as announced today by Suns Chairman, CEO and General Partner Jerry Colangelo.

Mariucci, former President of Del Webb Corporation, and Munro, former CEO of Bank of America-Southwest Region (based in Phoenix), will acquire their share of the team ownership from the NBA Phoenix Suns, who will continue to serve as Majority Owner and Operator of the Mercury.

This marks the first time an NBA team has ever partnered with outside investors in ownership of a WNBA team, and Mariucci and Munro become the first women to hold an ownership interest in a WNBA team.

### Moore SystemsWorks

Phoenix based Moore SystemsWorks, a full service tax preparation and financial management company announced it recently hired three new staff assistants - **Kristi Mayweather, Liz Woody, and Laesa Wright**.

### Wyndham Hotels

**Robert E. Carter** has joined Wyndham Hotels and Resorts as its new Corporate Sales Manager. Carter will manage corporate sales from Wyndham's Phoenix Airport location.

## Conference Call

### UPCOMING RECOMMENDED MULTICULTURAL CONFERENCES AND SEMINARS FOR PROFESSIONALS IN 2004:

Source- *Multicultural Marketing Resources, Inc.*

Listed Below: Events in 2004 for Marketers to US Hispanics, African Americans, Asian Americans, and other target groups.

#### 2004 Recommended Multicultural Conferences & Seminars

Feb 12 "An Evening of Grace & Style, A Black History Month Event," Los Angeles, The Community Chest Productions, 310-330-0540.

Feb 13 "Most Promising Minority Students Program: Building Bridges For Our Future," NYC, American Advertising Federation, 202-898-0089.

Feb 14-16 "Upscale Magazine's VIP President's Day Weekend Getaway," Atlanta, Upscale Magazine, 404-758-7467.

Feb 17 "The 2004 U.S. Hispanic Market Report Seminar Series," Miami, Synovate, 305-643-5568 .

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Phoenix Sky Harbor International Airport

# RENTAL CAR CENTER

Rental Car Operator Exclusive Use Areas (EUA)  
CM @ Risk Outreach Meeting  
for M/W/SBE Companies

**MARCH 4, 2004**

3 p.m. – 6 p.m.

The City of Phoenix Aviation Department is constructing a Rental Car Center, which will house all of the car rental operations for Phoenix Sky Harbor International Airport.

There will initially be eight Rent-A-Car (RAC) Operators in the new Center. The Operators include: Advantage, Avis, Budget, Dollar, Enterprise, Hertz, National Alamo and Thrifty. Each RAC Operator enters into a separate contract with a Construction Manager at Risk (CM @ Risk) for the development of their exclusive use areas. Each selected CM@Risk will be responsible to construct the following improvements for the RAC to whom they are contracted with: 1) Retail tenant improvements in the Customer Service Building, 2) improvements in the Parking Garage, and 3) separate Service Site improvements such as – administration building, maintenance building, car wash, fueling facilities and parking lots. The exact scope and value of such improvements has not yet been determined, but the construction value for the individual projects could range from \$1.5 million for the smallest contract to greater than \$10 million for the largest contract(s).

The Rental Car Operators and the City of Phoenix encourage all minority, women and small CM @ Risk contractors to attend this meeting to learn more about these projects. A presentation will be given outlining the scope of the eight projects and outline the City's M / W / SBE certification process. Representatives from each RAC Company will be present to meet prospective CM @ Risk Companies and discuss their project needs and expectations.

**Thursday, March 4, 2004 3 p.m. – 6 p.m.**

(Slide presentation starts at 3 p.m. followed by a networking session with the RACs.)

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list of businesses will be distributed at the meeting.



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## The Ebony Cactus Magazine Salutes Black History Month

### I Remember

I remember living in a home in Mississippi made of wood planks  
 I remember in that home I could see the outside from the inside  
 I remember feeling the wind kick up during a cold morning in December from my bed  
 I remember going to the pasture to take care of personal needs  
 I remember being spit on in the face by a truck load of boys after a college test in Memphis  
 I remember hearing my children called the N word when they where just school aged  
 I remember the day my daughter told me her counselor encouraged her to attend junior college and not a university. - ARMB

As a young woman I was once told that there are two things in American life I could be sure of- death and taxes. I'd like to see African Americans prove that statement wrong in my lifetime.  
 Remember the Dream and Make it a Continuous Reality -  
 Angela Miller- Brooks, Publisher and CEO

Remember the Dream  
 Be Proactive and Not Reactive  
 Educate Youth  
 Educate Self  
 Educate Others  
 Support Your Own  
 Value Your Race  
 If We Don't Who Will?

# BizNet Calendar

## Arizona

February 12

**Greater Phoenix Black Chamber of Commerce Breakfast Networking (GPBCC).** Location: Phoenix. Time: 7:00am-9:00am. The event will held every second Thursday of the month at the Arizona Pubic Service Building 400 North 5th St. 2Nd Floor. GPBCC networking events are free for members. There is a nominal fee of \$10 for non-members. To attend contact Marquise Scott-Greater Phoenix Black Chamber of Commerce 602-307-5200 or visit [www.phoenixblackchamber.com](http://www.phoenixblackchamber.com).

February 12 & 13

**Arizona African American Legislative Days.** Theme: "Empowerment - It's Yours." Location: Arizona State Capital Building, 1700 West Washington, Phoenix, Arizona. Feb, 12th event start at 8:30am on the House of Representative lawn with the Assembly of participants. Feb 13th starts with participants in the House Chambers ending with lunch at noon. For more information: 602-926-5864.

February 13

**Black Wealth Building Seminar.** Location: Tempe, Arizona. Presented by Myron Douglas, Tracey Little & Guest. Time: 7:00pm. The event will be at the Comfort Inn Suites, 1625 South 52nd Street. For more information contact: 480-446-9500.

February 19

**Coyotes Glendale Arena -First Winter Business Expo.** This event is from 2:00pm to 7:00pm and will feature exhibits, arena tours and complimentary game tickets will be distributed to all attendees! Presented by The Phoenix Coyotes, Velvet Touch Events and The Greater Phoenix Chamber of Commerce Coyotes Glendale Arena, 6520 North 91st Avenue (off Loop 101 at the Glendale exit).

**South Mountain Chamber of Commerce Evening Business Mixer.** Location: Phoenix. This month's event will be hosted by the Girl Scouts Sombrero Camp. The camp is located on Dobbins Road at 16th Street in Phoenix (Just south of Baseline Road). This is the Cookie Mixer. Girl Scout cookies will be available for sale as well as sampling. RSVP 602-253-6359 to Rachael Seward. The cost is free to Chamber Member; \$10 for Non Chamber members. For more information contact the Chamber at: [www.southmountainlavenchamber.com](http://www.southmountainlavenchamber.com).

February 20, 2004,

**100 Black Men of Phoenix, Inc. Fourth African American Achievement Awards.** Location: Phoenix, Az. Time: 6:30pm at the Marriott Hotel, 1101 N. 44th Street, Phoenix, Az. This annual event is presented to recognize individuals and organizations for their exemplary work and leadership in the Phoenix Community. Business attire is required. For information contact Leonard G. Knight at 602- 534-9804.

April 16

**Black Women's Task Force 16th Annual Conference.** Location: Tucson. Registration begins at 7:00am. The conference will be held at the Radisson Tucson City Center, 181 W. Broadway Blvd. To attend contact Edria Johnson at 520-296-5370.

April 30

**University of Arizona Black Phenomenal Woman Award Dinner.** Location: Tucson. Time: 6:00pm Reception followed by dinner and awards at 7:00pm in the Grand Ballroom. The Honoree for this event is Sandra Taylor, Senior Vice President of Campus Life. To attend contact: Tina Johnson at 520-621-4407 or email: [tina@uarizona.edu](mailto:tina@uarizona.edu).

*Continued on the next page*



*Continued from the previous page*

## California

February 10

**San Diego Supplier Development Council (SDSDC) Networking Luncheon.** Location: San Diego The San Diego Contracting Opportunities Center (SDCOC) will host this event . The Luncheon is set to begin at 11:30am. Reservations are required. This is an on-going program. For more information call 858-720-4028 or go to website: [www.ptac-sandiego.org](http://www.ptac-sandiego.org) for future dates.

February 19

**San Diego Regional African American Chamber of Commerce Monthly Luncheon** Location: San Diego. Venue: TBD \$15 members (tax deductible); \$20 non-members. The San Diego County Black Chamber of Commerce hosts its Monthly Meeting & Luncheon the 3rd Thursday of each month. Keynote Speaker: TBD. Topic: TBD. RSVP. For more information, phone: 619-262-2121, or e-mail: [sdbc@pacbell.net](mailto:sdbc@pacbell.net).

February 20

**The African American Business Women of Vision (AABWV).** Monthly Prayer Breakfast & Business Networking Meeting. Location: San Diego. Time: Registration 6:30am - 7:00am; Prayer, Program, Networking & Expo 7:00am-9:30am. The Guest Speaker and Topic TBD. For more information, phone: 619-263-6868, or Visit: Dee Sanford at [www.deesanford.com](http://www.deesanford.com).

February 26

**Southern California Minority Business Development.** The event will be held at the Pacific Palms Conference Resort. Contact: Ms. Shawn Smith at 1-213 -689-6940 or Email: [ssmith@scmbdc.org](mailto:ssmith@scmbdc.org) for more information.

March 5

**First Friday's San Diego (FFSD) Monthly Business Mixer** Location: San Diego. Time: 5:30pm-8:00pm. For more information visit: [www.ffsd.com](http://www.ffsd.com).

April 29-30

**Minorities in Special Events Conference.** Location: Long Beach. This two day event will be held at the Renaissance Long Beach Hotel. For more information e-mail: [minoritiesinspecialevents-subscribe@yahoo.com](mailto:minoritiesinspecialevents-subscribe@yahoo.com)

## Nevada

February 9- 12

**18th Annual Reservation Economic Summit (RES 2004) and American Indian Trade Show.** The National Center for American Indian Enterprise Development hosts this event at the Riviera Hotel and Casino. For more information visit [www.ncaied.org](http://www.ncaied.org). or email [ncaiedbid@aol.com](mailto:ncaiedbid@aol.com).

February 19

**2004 Nevada Business Hall of Fame Awards Dinner.** The Dinner/Gala honors Nevada business leaders. The event will be held in the Grand Ballroom of the Mirage Hotel and Casino. For more information visit: [www.lvchamber.com](http://www.lvchamber.com) or email [info@lvchamber.com](mailto:info@lvchamber.com).

March 6

**National Association of Women Business Owners.** Dinner/Gala. The event will recognize Women of Distinction in 2004. The dinner/ gala will be held at the MGM Grand Conference Center, 3rd Floor. Visit [www.lvchamber.com](http://www.lvchamber.com) or email [info@lvchamber.com](mailto:info@lvchamber.com).

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### Good Sportsmanship

Special to The Ebony Cactus magazine  
by Kenny W. Harris, P.E. and Deborah A. Wilson

When completed in August of 2006, the TSA/Cardinals Multipurpose Stadium will receive a tremendous amount of attention for its roll-out field, retractable roof, and dominant size. The construction team also hopes that the project will achieve positive results for its involvement and participation of disadvantaged, minority, and woman-owned businesses. With the full support of Hunt Construction Group and its subcontractors, an ambitious target of \$20 million dollars for DBE companies has been established. For example; Last month we completed a significant milestone by approving the contractor's Guaranteed Maximum Price (GMP) contract. Now we can focus our attention on the addition of qualified and competitive DBE (Disadvantaged Business Enterprise) subcontractors to complete our roster of companies involved in this unique project.

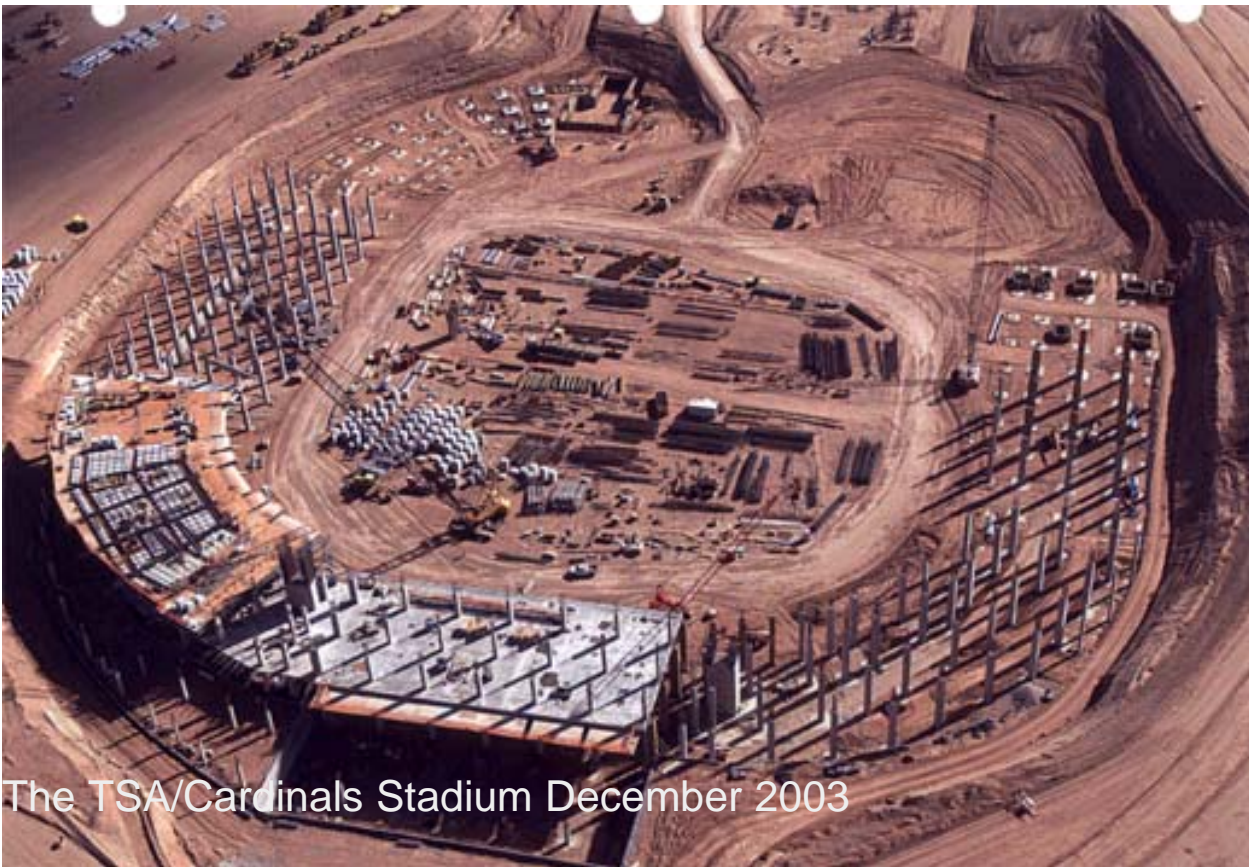
The 1.7 million square foot facility that will host the revitalized Cardinals 2006 season, the 2007 Fiesta Bowl, the 2008 Super Bowl, and many multipurpose events and trade shows, will have up to 73,000 seats, 88 suites, 100,000 yards of concrete, and miles and miles of cable trays, conduits, wires, stairways, handrails, paint and finishes.

For those who may feel that this will be another project which will fall out of reach of DBE hands, please know that the law requires participation. In 2000, Senate Bill 1220 passed in the Legislature and included a section (5-813) that requires participation of DBE companies.

*Continued on the next page*

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The TSA/Cardinals Stadium December 2003



Carlos Avelar of AMCA

Surely, a good number of DBE companies will be able to find meaningful work and reasons to be proud each time they drive past the Loop 101 and Glendale Avenue site. In addition to the stadium itself, a separate project will be organized later this year to identify DBE companies to assist in the design and construction of the infrastructure, grounds, roads, and parking lots that will cover the 164-acre site. Companies that lay pipe, excavate trenches, install landscaping and parking lot lights should be very busy.

For those who may feel that this will be another project which will fall out of reach of DBE hands, please know that the law requires participation. In 2000, Senate Bill 1220 passed in the Legislature and included a section (5-813) that requires participation of DBE companies. The Tourism and Sports Authority staff will meet regularly with representatives of Hunt Construction, the Arizona Cardinals, the Associated Minority Contractors of America (AMCA), and Compass Business Solutions to identify certified companies and implement the process.



Architect Crystal Pearl

Tracking forms have been developed and are ready for issuance to the half dozen major subcontractors for Hunt who are presently under contract. Our initial areas of focus will be concrete, trucking, electrical, mechanical, and building enclosure. Once drawings are more fully developed, the balance of the building will be available to the local market for bids. The key will be for the certified companies to stay in contact with our hired consultant team representatives."

Continued on page 20

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## A different type of identity Theft...

By Candice Hughes



Events that generate revenue have become fair game for any organization that can afford to make it happen. The real kicker comes into play when two events have identical activities and target the same audience.

It's an age-old problem that never seems to go away. Picture this, your organization has been masterminding an annual event. The venue has been identified, the event is coming together and low and behold another organization is now developing the same event. To add insult to injury, the marketing efforts of the other event lends to public perception that your event's name has been changed. Wow!

How often does this happen? Unfortunately, more often than one would think. Events that generate revenue have become fair game for any organization that can afford to make it happen. The real kicker comes into play when two events have identical activities and target the same audience. Allow me to spin a scenario for your review. Mmmm, let's take football for \$200. Next- Las Vegas, fall 2002 and fall 2003. How about the Silver Dollar Classic and the Las Vegas Classic? Give up? Why are two annual events, in the same city, at the same venue offering identical activities targeting the same audience? The difference is one football game happened in 2002 while the other popped up in 2003 appearing to previous game goes as last year's game with a different name. According to organizers of the first game, the organizers of the second game had some involvement with the first game. As a result, patrons of both football games were confused and figured the two were one in the same. Bad timing, or stolen identity?

Unfortunately, there aren't any infringement laws in place to protect any person or organization from having an event idea stolen. With this in mind, here are a few suggestions for anyone with big event ideas:

- "One of Its Kind" – Determine if your event is a "one of its kind" in the area where the event will be held. If not, rethink your event location.
- Research – Know the competition, and find out their strength and weaknesses. Check to see if their event is an annual one or not.
- Tell Whom You Must – If your event is the first of its kind, save the marketing for the campaign. Sharing too much too soon could potentially open the door for others to clip your idea especially in the developmental stages.
- Stay One Year Ahead – For annual events, timing is critical. When possible, reserve the same venue or a similar venue, a year or more in advance. This establishes excellent creditability for your event, and provides an opportunity to market next year's event at the current years event.
- Stay Vigilant – Schedule time to contact venues comparable to the one you are using to see if similar events are on the books.

Knowledge is power, but advance notice can be more powerful. For more information about upcoming events in your town, call or visit the websites of your local Visitors and Convention Bureau, Associations Community Organization, magazines and other media outlets with community calendars.





*announcing.....*

## **Fourth African American Achievement Awards**

**Friday, February 20, 2004**

**6:30 pm**

**Marriott Hotel**

**1101 N. 44th Street**

**Phoenix, Az**

**Cost:**

**\$25 - Adults**

**\$10 – Students and youth to age 17**

To purchase tickets, contact Steven Estes at (602)243-0680

**In recognition of Black History Month, the 100 Black Men of Phoenix  
will award individuals and organizations in various fields  
for their exemplary work and leadership in the  
Phoenix community.**

## E-file for Better Effect

By Dr. Letitia S. Wright, D.C.

In order to grow your business you must have your tax situation under control. After interviewing Derek Ganther, IRS Outreach Agent, I realized I was missing out on things that could make my business run easier. Traditionally people have had an adversarial relationship with the Internal Revenue Service. Under the current Administration, the IRS has done more to inform taxpayers so they pay what they owe and not more.

The 940 and 941 E-file Employment Tax Program can be filed on line. The returns are processed quickly with few errors and ensures the confidentiality of taxpayer data. It can be processed in one week and you will get an acknowledgement of receipt is sent within 48 hours. There are no paperwork delays and less paperwork. It also accepts balance due, refund or returns filed with no tax due. You can participate by obtaining form 9041 from [www.irs.gov](http://www.irs.gov) or call 1-800-829-3676. This program is available to business taxpayers including reporting agents that submit one or more forms 940 or 941 for themselves to the IRS using an approved third-party transmitter. The business filer must have access to a personal computer and modem. Participation is also open to software developers and transmitters.

You have to choose an approved vendor and the business filer must apply for a Personal Identification number. This must be done prior to filing the first return. The business filer will receive a PIN by mail from the IRS in 3 to 5 business days. The PIN will be used in lieu of the business filer's signature to file a return electronically.

Schedule C taxpayers can file a tax return electronically to the IRS using an Authorized IRS e-file Provider. You don't have to worry about your return being lost or delayed in the mail. Upon receipt of the return information the IRS quickly and automatically checks for errors or other missing information. Form 4562-Depreciation and amortization, Schedule F, Schedule SE, Schedule E, and Schedule C can all be filed this way. You will get your refund in half the time, even faster than with Direct Deposit. You can get a list of software companies that participate in the e-file program from the IRS website.

The 941 Telefile is an electronic IRS e-file option for business meeting certain requirements. The program is an interactive computer program designed to electronically file form 941, Employers Quarterly Federal Tax Return using a touch-tone telephone. The program calculated the qualified caller's tax liability or any overpayment and begins the electronic filing process over the phone. There are step by step instructions given over the phone. You get proof of filing when you have finished the call. The 941 Telefile Tax Record is an official record of your tax return. In order to participate you must receive the special Telefile Tax Record as part of your 941 package and be a monthly schedule depositor for the entire quarter. You can not have changed your business name, address and employer identification number during the previous quarter. You must have a break even, over payment or balance due return and you cannot have seasonal employees. You can not have schedules and attachments. You do want to claim Advance Earned Income Credit payments.

There are a lot of new resources you may want to look at before you get started on your taxes this year. Find out how to make things easier for your business so you can concentrate on growing your business. © 2004

Traditionally people have had an adversarial relationship with the Internal Revenue Service. Under the current Administration, the IRS has done more to inform taxpayers so they pay what they owe and not more.

## The Pension Dilemma

Provided By Jeffrey C. Cleveland

Many couples find themselves confronted with a dilemma as retirement nears. If you plan to collect your pension on a monthly basis (rather than in a lump sum), you must decide whether you would prefer to receive a higher payment during your lifetime alone (the life option), or a lower payment that will span the lifetimes of both you and your spouse (the joint and survivor option). In choosing between these options, you will need to consider such things as the current and anticipated health of both you and your spouse, how long you each expect to live, and your financial situation and income requirements.

### Here is a brief look at how each of these options works:

Life Option. With this option, let us assume you receive \$1,700 per month. This will be higher than the amount you would receive with joint and survivor benefits, say by \$475. If you live to a ripe old age, this extra \$475 per month will undoubtedly come in handy. On the other hand, once you die, payments to your surviving spouse, who may live for many more years, will stop. This could have a significant impact on his or her standard of living.

Joint and Survivor Option. If, like many people, you select joint and survivor benefits, let us suppose you receive \$1,225 per month (\$475 less than with the life option). If you die first, payments to your surviving spouse will continue. This may help provide critical income for your surviving spouse, especially if he or she outlives you by many years. However, if your spouse predeceases you, you cannot go back and change your decision even though your reason for choosing the lower monthly benefit to protect your spouses long-term income no longer exists.

### The Best of Both Worlds

Deciding between these options may leave you and your spouse feeling as though you are betting on each others lives. But, you need not be locked into an "either-or" dilemma. With proper planning, you can have it both ways a higher monthly benefit now, plus continuing income for your surviving spouse in the event you die first.

In structuring this approach, you would select the life option and use a portion of the higher monthly benefit to purchase a life insurance policy on yourself. If you should die first, your surviving spouse can invest the insurance proceeds to help generate the monthly income he or she needs. On the other hand, if your spouse should pass away first, you can simply cancel the policy and continue receiving the higher monthly benefit. This strategy also offers some added benefits: 1) you can tap the policies cash value while you are alive; 2) after your death, your spouse can invest the insurance proceeds according to his or her needs; and 3) you can change the policies beneficiary if you so choose.

Despite its advantages, this strategy requires disciplined management to achieve the desired results. First, your life insurance policy may lapse if the premiums are not paid. Second, a lump sum death benefit must be properly managed to yield the anticipated income. Third, by waiving the spousal provision, your spouse may lose other pension-related benefits, such as cost of living adjustments or company-sponsored health insurance. Fourth, the issuance of a life insurance policy is not guaranteed. You should proceed carefully with this approach until a policy has been issued in your name. Finally, the issuance of a policy at a reasonable premium (which would depend on your age and health condition) is not guaranteed. If the premium takes up too much of your monthly annuity amount, this strategy may not make sense.

### Consider All Your Options

When faced with the dilemma of choosing between the life or the joint and survivor payout options, coupling the life option with an insurance policy may provide the best of both worlds. It is always wise to consult a qualified professional to review your situation and determine if this approach will work for you.



# Future Editions of the Ebony Cactus

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

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## ***Biznet continued from page 10***

March 26

**Las Vegas Urban Chamber of Commerce Monthly Luncheon.** Location: Las Vegas. Time: begins at 11:30am and will be held at the Palace Station, 1048 West Owens Avenue. Guest Speaker, Lacy Thomas, CEO, UMC. Fee: \$20 for members; \$25 for non-members and all walk-ins. RSVP by March 24, 2004 at 702-648-6222. For more information call: Ph.:702-648-6222,Fax: 702 648-6223 or E-mail: [info@urbanchamberlv.org](mailto:info@urbanchamberlv.org). Sponsored by **UCC**.

**Southern Nevada Black Nurses Association (SNBNA).** Location: West Las Vegas. Time: 11:00 am . Meetings are held on the second Saturday of each month and at the West Las Vegas Library. The President is Donnetta Miller-Kyle, RN, BS. Contact the SNBNA at P.O. Box 270586, LV, NV 89127. 702-615-3575; fax 702-645-4708: [www.snbna.org](http://www.snbna.org)

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

## ***Supplier Diversity continued from 13***

The TSA has hired AMCA, assisted by Compass Business Solutions, to monitor the DBE program to ensure compliance with the Statute and to explain project status, upcoming bids, share plans, and confirm certification. Carlos Avelar, AMCA's Executive Director, is the TSA's primary contact. He can be reached at 602-495-0026.

Minority subcontractors will need to be properly certified, have established safety programs, adequate bonding capabilities to meet job requirements, insurance/benefits for employees, and demonstrate an ability to submit competitive bids for the described work.

DBE companies already involved include Native Arc Architects, Crystal Pearl, Owner - code assistance (\$100,000); Arizona Testing Laboratory (ATL), Frank Rivera, President/CEO - structural steel testing (\$1,200,000); Associated Minority Contractors of America (AMCA), Carlos Avelar, Executive Director - DBE Program Oversight (\$240,000); and Busy 1 Window Cleaning & Janitorial Service, Diane Tinker and Clay Tarver, Owners - janitorial services (\$20,000).

Many of you may be interested in concessions, food vending, security and related jobs once the facility is completed in August 2006. The Tourism and Sports Authority will provide information about these and other

opportunities next year on their website. Stay tuned to [www.az-tsa.com](http://www.az-tsa.com) for more information.

## **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](mailto:publisher@TheEbonyCactus.com). Let us help you Make It Happen!

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You may subscribe to the Ebony Cactus by either sending a subscription request to:

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**Arizona African-American  
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**Feb 12 event starts at  
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Arizona House of  
Representatives  
Arizona State Capitol  
Building  
1700 W. Washington  
Phoenix, Arizona**

**Evening Reception  
First Institutional Baptist  
Church  
Feb 12th, 2004  
5-7 p.m.**

**Feb 13th Assembly in the  
Chamber of the House of  
Representatives ending with  
lunch at the Capitol**

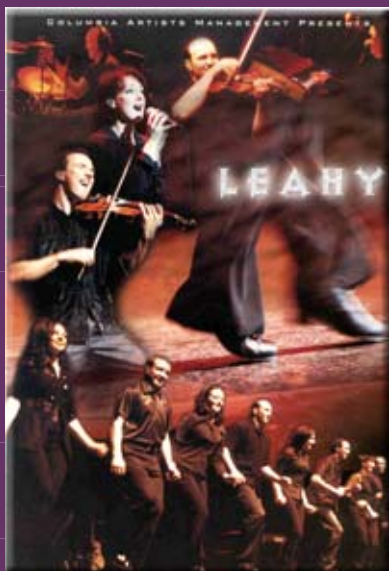
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