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Greetings

Welcome to The Ebony Cactus magazine
for February 21st, 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. 4

February 21, 2004

A New Perspective on
Business in the Southwest

www.TheEbonyCactus.com

Bringing Parity

- The City of Phoenix's Minority, Women and Small Business Enterprise Participation Program

Adriana Martinez & Tony Hatcher

On the Right Track with Valley Metro Rail

Life Strategies Consulting

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minority businesses
in the Southwest United States*

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*According to our estimates

The Ebony Cactus magazine

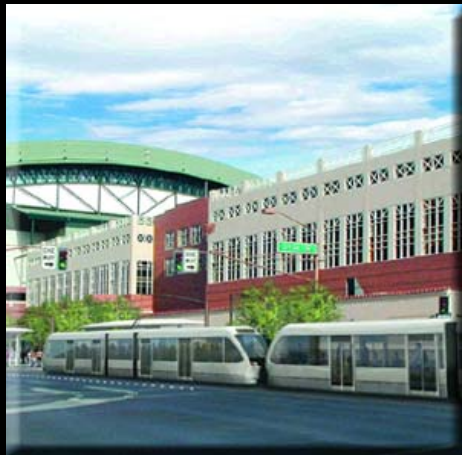
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Valley Metro Rail. After years and debate, the construction of a light rail system for the Phoenix Arizona metropolitan area is underway. The initial 20 mile leg will cost more than 1 billion dollars to build and is on the fast track to be completed by 2007. A federally funded program, the DBE program is managed by Jeff Pugh. Take a look at this article to see what it is all about. Pg. 15



Minority, Women and Small Business Enterprise Participation Program. Believe it or not, the City of Phoenix Arizona operates one of the most extensive Supplier Diversity programs in the Southwestern United States. Managing these millions of dollars of potential opportunity are Adriana Martinez and Tony Hatcher. Both are committed to seeing that Minority and Women owned businesses in Phoenix get their fair share of the pie. Pg. 17

STAFF

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Bob Rosenberg, the Principal of R.G. Rosenberg & Assoc., is a native of Phoenix who, recognizes some ways that he is different than most folks - he loves the public policy process, he loves watching Bills become Laws, he loves participating in the Public Policy process, he loves having a positive effect on Public Policy. Before he began working in the Public Policy field, he used vacation days to go to the State Capitol to watch the Legislature in Session. While recognizing how unusual that is, he also recognizes how much he enjoys it! He may be reached at:

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Angienuity

Using a consultant to strengthen business

Waste not want not. Unknown

by Angela Miller-Brooks

Although the US economy has reportedly taken a definite shift upwards, most small and mid-level businesses have not yet felt the warm embrace of that change. To add, those who have not been swallowed whole by either time or their competition have some very unique issues to deal with.

When business is sluggish and the final hour of the day is an employee's best friend, company leaders can be found in heated staff meetings deliberating whose job will be exterminated or what items are not essential purchases. Granted, termination, temporary lay-off and purchase item elimination have historically been the American business way of doing things. However, there are alternatives to this practice.

Though some would not agree its a wise recommendation, hiring a consultant to assist with business consumption and spending makes excellent sense. How do I justify that statement? Simple. Consultants, either innately or formally disciplined in the field have a keen ability to find error, waste, hidden information and the obvious.

An independent consultant can research, develop and report non-biased data that can be key to a companies continued existence. A competent and honest research consultant will dig deep into your company's daily processes to unearth the truth about your bottom line.

Unfortunately consultants have gotten a bad rap from the nuke nineties era (1989-1999). A time when everyone who would called themselves a consultant and ran rampant with delusions of grandeur as they depleted their clients' funds in a false effort to save the client hundreds, thousand or even millions.

The U.S. will continue to lose some employment opportunities to oversees outsourcing. However, I am optimistic that business will come back to the homeland. It is the cycle of things. The question is will small and mid-level businesses be as ready as their larger contemporaries will, undoubtedly, be to take on the NEW phase of business? Remember... waste not. To you be the victory and glory in business and life!



Living in America

Sand

by George B. Brooks, Jr. Ph.D

And the rain descended, and the floods came, and the winds blew, and beat upon that house; and it fell: and great was the fall of it. Matthew 7: 27 The Holy Bible

Dedicated Supplier Diversity (SD) efforts are building the foundation for a new economic boom in the United States. However, no matter how well meaning or professionally executed, if SD programs are to withstand the coming storm, they must be built on a strong foundation.

A recent presentation by a Fortune 100 company showed that during an economic downturn, corporate leadership focuses on survival techniques including:

- Cost Reductions (suppliers, staffing, travel, etc.)
- Increasing sales
- New Products

Notably, Supplier Diversity was not one of the above strategies and thus was not a high priority.

Conversely, the presenter's "business case" for Supplier Diversity though eloquently stated, rested primarily on that when the changing national demographics are considered, it was a the "right thing" to do and most importantly, that it was a "statutory requirement" of many customers particularly the federal government. Though these justifications represent a good beginning, in my opinion however, there must be a stronger argument to support such an important concept.

Looking for the economic necessity is the only sure thing in business. No profit, no business. Thus, in the Darwinistic world of a capitalist economy, only those processes that help a business to prosper will survive. So, stating it simply, if Supplier Diversity programs are to be sustainable in the long run, they must become proactive and revenue enhancing. The question is, how?

One good municipal model is provided by the City of Phoenix Arizona's Minority, Women and Small Business Enterprise Participation Program discussed on page 17. The program functions from the simple logic that the city earns revenue from successful businesses. Thus beyond bringing parity, it is in the cities best economic interest to encourage businesses owned by a previously under-represented percentage the population to prosper. More on this later. On with the show. **TEC**



Editorials

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TECNews

ROBERT VEST ELECTED TO SECOND TERM AS MAKE-A-WISH FOUNDATION® OF CENTRAL & SOUTHERN ARIZONA CHAIRMAN OF THE BOARD



Phoenix—Robert Vest was elected to a second term as the Chairman of the Board for the Make-A-Wish Foundation of Central & Southern Arizona during the board's January meeting. Vest has been involved with the organization since

2001 when he joined as a board member.

In January of 2003, Vest became Board Chairman of the chapter where the Make A Wish organization began 1980, with a little Phoenix boy who had leukemia and wanted more than anything to be a policeman. Now the Make-A-Wish Foundation has grown to include 77 chapters nationwide and 27 international affiliates. Vest is currently looking forward to being at the reins when the chapter celebrates the granting of its 2,000th wish sometime this spring.

"Nearly one-third of the more than 1,900 wishes that we have granted since our beginnings in 1980, have been granted in the last three years," explains Vest. "It is a testament to how much we are growing and our commitment to the critically ill children in our community."

In addition to the organization's outreach efforts, a change in Make-A-Wish mission is partially responsible for the growth in the number of children served. "It very important that people understand that we don't grant last wishes, but that we instead, grant life-affirming wishes that bring hope to our Wish Children and their families," said Vest. It has been nearly three years since the organization changed its mission from helping terminally ill children to include those with life-threatening medical conditions.

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BLACK SEEDS, INC. - NON PROFIT ORGANIZATION RELEASES EXTENSIVE 36-PAGE BLACK HISTORY CALENDAR

Washington, DC - This is one exceptional calendar which will literally be treasured all year long and afterwards, as a permanent addition to your bookcase. Brief incisive commentaries will stimulate your mind and warm your soul.

Thoughtfully written on timely issues and people of importance, monthly articles examine: Nubia - First On The Earth!, Mary Talbert, Black Seminoles, Repaying Our Debt To Haiti, Stop Having Children, Arthur Schomburg, Whose Affirmative Action?, Black Attorneys, Ivan Van Sertima, The Scottsboro Boys, and more. Other informative features include Black Facts, Youth Active Page, Kwanzaa Info, African World Statistics, Website Listings, an extensive Black Reading List, Black People Speaking For Ourselves, and a free foldout poster: "Reparations 101...Plain and Simple!"

Now in its 27th year of worldwide distribution, this dynamic calendar is a prized educational tool, business and personal datebook, a marvelous gift and a sure-fire fundraiser for your group or organization.

The calendar is now available in bookstores and other outlets nationwide. Press Release Courtesy [-BlackPR.com/BlackNews.com.](http://BlackPR.com/BlackNews.com)

THE 2004 MINORITY WOMEN IN BUSINESS (MWIB) CONFERENCE PRESENTED BY THE EBS GROUP

Philadelphia, PA - The EBS Group presents The Minority Women in Business (MWIB) Conference, a professional development conference for women of color in the Delaware Valley. The conference will be held at the Wyndham Franklin Plaza Hotel in Philadelphia, PA on March 13, 2004.

The goal is to celebrate the accomplishments of minority women and provide a day of development workshops for professional and personal growth says Anita Tinney, the owner of The EBS Group and Coordinator for the 2004 Conference.

News continued on page 21

Just the Facts!



**African Americans
and HIV/AIDS**

- √ 1 out of 3 young African American men between the ages of 25-44 dies due to AIDS related complications!
- √ African Americans only make up 3% of Arizona Population, But 12 % of the states HIV/AIDS Cases!
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BizNet Calendar

Arizona

February 24

Greater Phoenix Black Chamber of Commerce: Evening Networking Forum.

Location: Phoenix. Time: 5:30pm-7:30pm. The event will be held at the Steakhouse on Central - 202 North Central Avenue in the Historic Hotel San Carlos. For more information, please visit www.gpbcc.org/.

March 2

Arizona Department of Revenue - Retail Workshop. Location: Glendale. Time: 6:00pm. The Arizona Department of Revenue will present a class at the Glendale Public Library appropriately designed for large and small retailers, wholesalers, Internet sellers, mail order sellers, sellers to the local, county, state, or US Government, sellers to nonprofit organizations, and others that will focus on Transaction Privilege Tax, and the deductions and exemptions that are allowed for this classification. To attend or for more information on this and other business seminars call 623-930-3552.

March 5

6th Annual Forum on Nonprofit Effectiveness.

Location: Mesa. The Annual Forum on Nonprofit Effectiveness, held on the first Friday of March each year, is designed to stimulate thought about best practices in nonprofit leadership and organizational effectiveness as well as provide affordable access to the latest and most innovative thinking on core issues. The March, 2004 event will be held at the Sheraton Phoenix -East. For more information, visit the Center's website at www.asu.edu/copp/nonprofit. Capacity building organizations interested in participating in the exhibitor showcase can contact Michelle Lyons Mayer at 480-965-5548 or by e-mail at michelle.lyons-mayer@asu.edu.

Business Networking- First Fridays Phoenix (FFP) 5th Anniversary

Location: Tempe. Time: 6:00pm - 1:00pm. Focus - Local non profit organizations. FFP will hold its 5th Anniversary and networking event at the Buttes Resort. Organizers have scheduled a special fund raiser (Casino Night) to raise money for local charities. For more information visit www.1stfridaysphoenix.com.

March 15

Women I Should Know-(W.I.S.K.).

Location: Phoenix. Time: 11:30 am. - 1:30 pm The event will be held at the University Club, 39 E. Monte Vista Road. For more information email: M. Joyce Geysler at mjgpc@cox.net.

March 18

South Mountain/Laveen Chamber of Commerce Mixer

Location: Tempe. Time 5:30pm-7:30pm. Networking Mixers are the third Thursday of each month. This month's will be held at the Marc-Anthony Massage, 930 West Broadway Road, Suite 7. The Mixer is FREE to Chamber members. Visit the Chamber website at www.SouthMountainChamber.com.

April 4

Historically Black Colleges & Universities (HBCU) Scholarship Banquet and Fundraiser

Location: Scottsdale. Time: 2:00pm. This event is will include live entertainment, special invited guests, great food, a silent auction and raffle, and more. Tickets are \$50 per person and can be purchased by contacting Debbie Young at HBCUAZ@aol.com or by calling 602-405-3718. RSVP. Seating is limited.

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Continued on the next page

Continued from the previous page

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.

California

March 5

First Friday's San Diego (FFSD) Monthly Business Mixer

Location: San Diego. Time: 5:30pm-8:00pm. For more information visit: <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.

Nevada

March 6

National Association of Women Business Owners (NAWBO) - Women of Distinction 2004 Awards Dinner/ Gala. Location: Las Vegas. This event is to be held at the MGM Grand Conference Center, 3rd Floor. For more information visit www.lvchamber.com or email: info@lvchamber.com.

March 18

Reno Gazette-Journal (RGJ) Spring Networking Mixer.

Location: Reno. Time: TBA. Build your business by networking at the Reno Gazette-Journal during its Spring Networking Mixer. Chamber member fee \$5.00, non-member fee \$10.00. Email: Brad Mitchell at bmitchell@reno-sparkschamber.org or visit www.reno-sparkschamber.org.

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 Wed., 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 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 645-4708: www.snbna.org.

Professional Black Women's Alliance

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

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Wanted

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Photo Captions

Top: Arizona Governor Janet Napolitano speaks to AALD participants on the floor of the Az. House of Representatives

Middle: (L)Economic committee chair Toni Marks, State Representative Leah Landrum-Taylor and ASU Intern April

Bottom: (L)Dr. Tracy Williams, Nicole Gavins (Miss Jabberwock) and Dr. Cherise Moore representing Delta Sigma Theta Sorority.

Power to the People

There are aspects of the American way of government that are just as important as voting. However, these are beneficial, only if you know how to use them. Growing out of Delta Sigma Theta “Delta Days,” the African American Legislative Days at the State Capitol February 12 & 13th, 2004, was an opportunity to bring Arizonans of Color into the Legislative process.

Under the leadership of State Representative Leah Landrum-Taylor, hundreds attended this second annual event which included a session in the House of Representative with the Governor, as well as workshops on how the process works, the law, economic development, health and wellness and the environment. So that those attending would receive maximum value for their attendance, special emphasis was placed this year on youth.

Though the activity was officially only two days long, it is not over. Activities to follow up the AALD are being planned. The Legislative process is a constant one, where bills are passed or passed over daily that effect the lives of minorities. If minorities expect to affect the directions Arizona takes, they must first get involved. For more information on future directions for the AALD, and pending legislation, contact State Representative Leah Landrum-Taylor at: 602-926-5864.

TEC

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Standing Tall

It is appropriate that at in the month where the nation celebrates the history of African Americans, that the focus of activities should come to the George Washington Carver Museum and Cultural Center in Phoenix Arizona. A new statue of the famous scientist now stands before the former school and now museum and cultural center that bears his name. Sculpted by world renowned artist Ed Dwight, the new centerpiece of activities was unveiled with great fanfare the afternoon of Sunday February 15th, 2004. Hundreds attended this important event in the history of African Americans in the Arizona including Governor Janet Napolitano who addressed the audience.

According to Executive Director Princess Crump, "Its an opportunity for the public to see the progress of our renovation efforts. This is the second phase (of nine phases) where we are actually doing the exterior. We have new doors that have been restored to the 1926 style, we have new and landscaping and today we are dedicating the statue to Dr. Carver." The Carver Museum and Cultural Center is the only facility of its kind owned and operated by African Americans in Arizona. For more information on the Carver and how to support it, please call 602-254-7516. **TEC**

Photo Captions: **Top:** Dr Carver stands tall. **Inset:** City of Phoenix District 6 Councilman Greg Stanton, The Honorable Art Hamilton (Master of Ceremonies), the Honorable Calvin C. Goode (Chairman of the Carver Board) and Mrs. Georgie Goode, the Artist Mr. Eddie Miles, Carver Executive Director Princess Crump and City of Phoenix, District 8 Councilman Michael Johnson



Gail and Leonard Knight

A night with the "100"

Local president Leonard Knight calls them the "100." However, the 100 Black Men of Phoenix is but one part of a national organization that cares. Once a year they come together to honor other African Americans in Arizona who also care. "A Black History Month Event to recognize pioneers, individuals and organizations for their exemplary achievements and leadership in the Phoenix community," this years African American Achievement Awards were held February 20th 2004 at the Phoenix Marriott Hotel.

This year's pioneer award went to Mrs. Georgie Goode, the Honorable Mel Hanna, Mrs. Goldye Hart, Mr. LaMar Hassan, Evangelist Charline Howard, the Honorable Coy Payne, Judge Jean Williams and Mr. Travis Williams. Awards were also presented in Business, Civic Organizations, Service Organizations, Education, Health, Law, Law Enforcement, Media, Religion, Performing Arts, Sports, Politics, Public Administration and Youth. Notable amongst these were the honors going to Business and Media. For business, the award was presented to long time Valley favorite Karim's Cobbler Shop and Deli. In media, the honors were shared by Mr. Bruce Cooper, Targeted Media Communications publishers of Arizona's Black Pages and the Ebony Cactus magazine. For more information on the 100 Black Men of Phoenix, contact Mr. Stephen Estes at (602) 243-0680. **TEC**



Business category winners Barbara and Wazir Karim with presenter Donald L. West.



Media category winners Desmond Peartree of Arizona's Black Pages and Angela and George Brooks of the Ebony Cactus magazine

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Thank You 100 Black Men of Phoenix
From All of Us at The Ebony Cactus magazine,

**100
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OF PHOENIX, INC.
African American
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February 20, 2004

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On the Right Track

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

They said back in the eighties; "People in this town will never ride a train! Its a waste of money. People like their cars too much!" Millions of passengers and twenty years later, the San Diego Trolley is a success story, reaching across the city, with new extensions still under construction. This great project, however, started with a single line running from downtown to the Mexican border.

Today, light-rail has come to the Valley of the Sun. With construction starting in April of 2004, Valley Metro Rail's first leg will extend from Spectrum Mall in North Central Phoenix, South to downtown, then East through Tempe and into Mesa Arizona. Traveling up to 55 mph, the light modern cars can hold up to 450 passengers comfortably. With stops, it will take about 40 minutes to travel from one end of town to the other. The project is estimated to be complete in August of 2007.

The 20 mile, 1.1 billion dollar "starter leg" of the Phoenix metro system is some what more ambitious than many of its counter parts. For example:

- Houston METRORail-Houston Texas: 7.5 miles \$324 million
- Interstate MAX Line-Portland Oregon: 5.8 miles \$350 million
- Salt Lake Line-Salt Lake City Utah: 2.3 miles \$118.5 million

The large size of the project however, suggests that there is significant opportunity for the participation of minority vendors.

Supplier Diversity

For this project to come to completion, considerable work must done. For example, though it may seem to be a simple job to run a rail line down the center of Phoenix's broad streets, numerous underground utilities will need to be relocated including gas, telecommunication, water, sewer, and irrigation lines as well as water mains. According to the project literature, more than 700 affected lines have been identified across the 20 mile route.

Continued on the next page

Valley Metro Rail

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We've done a good job. Our (DBE) goals on one project was as high as 21%, but we achieved 25% DBE participation."
Jeff Pugh

Photo: Valley Metro Concept art courtesy of Valley Metro Rail

Government Services

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Continued from the previous page

Numerous skilled contractors will be needed to build this system and minority vendors will have a stake. This includes graphics, temp agencies and now heavy construction. According to Disadvantaged Business Enterprise Manager Jeff Pugh, "Since this is a Federal project, there is a mandate from the Federal Government to have Disadvantaged Business Enterprise (DBE) program using criteria based on the availability of firms that are ready willing and able to do work in Maricopa County. To be part of that, they must get DBE certified either through the City of Phoenix, Arizona Department of Transportation (ADOT), City of Tucson Arizona Aviation Department or any United States Department of Transportation (USDOT) certified entity across the United States."

"We have an excellent outreach program. We have a committee that is involved in all of the minority trade associations as well as the minority chambers. We put events once or twice a year where we get prime contractors in that will be participating in the project or will be bidding on it, to network with potential DBE subcontractors. Once you are certified. It is all about building relationships. Small businesses often have difficulty obtaining the bonding and insurance to perform on a contract. It is through these relationships that a small business may gain these core capacities necessary to do the job. We've done a good job. Our (DBE) goals on one project was as high as 21%, but we achieved 25% DBE participation. The important thing is, the more firms we have certified, the higher the goals will be. We have contacted out for minority and women owned business we have given out over \$20 million dollars so far."

Benchmarks & Technology Transfer

Though early in the process, a number of small firms have done well in this project. These include Tieken/Moret Design & Marketing and CK Engineering. Aztec Engineering which was profiled in the Dec. 18, 2002 edition of The Ebony Cactus, has won nearly \$2.5 million dollars in contracts. Despite these successes, in this city, there are few DBEs with the experience to build a train system. Though an emphasis on Technology Transfer, small local companies are learning from the prime contractors how to build rail. These are Important skills that they can take and use elsewhere.

Impacts on Stakeholders

Building a project of this kind down the middle of busy streets will cause disruption of local businesses, churches and homes. Working with these stakeholders along Line Section 4 of the system is the job of Gary Flunoy. "We know that light rail is going to be down the center of Washington, and there are businesses and property owners on each side of the street. I inform and work with them as to the impacts, expectations and aesthetics of the light rail on their properties."



Photo Captions

Top: The San Diego Trolley
Middle: Jeff Pugh
Bottom: Gary Flunoy

City of Phoenix Small Business Enterprise Participation Program

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"For technical assistance including marketing, payroll, etc., we assign a professional to work with them at no charge. This is an opportunity that many businesses don't know about and should take advantage of."

Adriana Martinez



Bringing Parity

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

Imagine if you would, that your business had more than one million, three hundred thousand paying clients that depended on you for a vast array of services. Further imagine that to serve your customers you need fleets of cars, gasoline, cleaning services, travel, catering, office supplies, furniture, various types of no professional services, ammunition and vests for the Police Department, equipment for the fire department, even books and computers for the libraries. The services you provide are so diverse that the only way to perform on your contract was to outsource. The question is, who to outsource your nearly 400 million dollars worth of annual need to? These circumstances reflect the reality of any large American city. The City of Phoenix, however, has taken a proactive approach to including minority and women small businesses in this significant procurement opportunity.

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Government Services

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Managed by Adriana Martinez and Tony Hatcher, the City of Phoenix Small Business Enterprise Participation Program (PSBEPP) “provides certification services and offers training, technical support, networking, bid price incentives, reserve contract procurement and subcontracting opportunities to minority, women and small business owners.” A massive effort, the city’s Finance Department Purchasing Division buys goods, equipment and non professional services. There is even a Bid Price Incentive Program where M/WBE firms located in Maricopa County and certified by the city’s Equal Opportunity Department receive a 5% price incentive. In other words, for contracts up to \$250,000, a certified M/WBE can come within 5% of the low bid and still win the contract. A similar 2.5% incentive works for contracts of more than \$250,000 but not exceeding \$500,000.

Sustainable Supplier Diversity

The question why? Many cities in the Southwest have no such programs or expend few dollars when they do. The effort in Phoenix began in the early 1990’s when the City learned through a Disparity Study (see www.phoenix.gov/MWSBE) of a difference between the demographics of the city and the demographics of the vendors that serviced the city. The PSBEPP was initiated to bring purchasing in the city back into parity with the population. To return parity was reason enough for the program. However, it was also discovered that the program was good business. According to Tony Hatcher, “It is a win win situation. We are dealing with firms that are certified specifically within Maricopa County. In creating opportunities for them, we are going to expend money with them, they are going to hire more people locally, the people that they hire are going to end up spending money here in the Valley, preferably Phoenix, and those will come back to us as a municipality in the form of general funds. A lot of what is done here in the Valley is based on volume. The more you are able sell, the better pricing you are going to get. The better pricing you can get, the more competitive the small business will be in the general market place. By doing business and training these companies, we wish to help them become more competitive and thus more successful. The better they are able to do business with Phoenix, the better they can do business with Tempe, Mesa, the State Purchasing Office or Maricopa County.”

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What Is A Lobbyist, And Why Are They Like That?

By Bob Rosenberg (profile on page 4)



“You could do anything a Lobbyist does. However, if you did spend your days down at the Capitol, speaking with Legislators, Legislative Staff, and other Government officials, who would be back at your office “running the store”? That’s where a Lobbyist comes into the picture.”

Public Policy, Governmental Affairs, Public Affairs, Government Relations, these are some of the job titles for people who represent businesses (and other organizations) to, “get things done” when dealing with Government officials. Sometimes, to get things done, a business needs to tell its story to a Government official – a City, County, or State official or someone in Washington, D.C. And, they need someone to present their specific message their way. These business people aren’t satisfied with the broad message that comes from a business association.

They have specific needs: They need a specific messenger to carry their message. That’s where someone with one of the job titles listed above comes in. In all the years that I’ve followed the Public Policy process, I’ve seen exactly one business card that carried the Title of Lobbyist.

You could do anything a Lobbyist does. However, if you did spend your days down at the Capitol, speaking with Legislators, Legislative Staff, and other Government officials, who would be back at your office “running the store?” That’s where a Lobbyist comes into the picture.

An old anecdote says that anyone who likes sausages or the Law should never watch either one being made. I love both sausages and the Law, but I never watch sausages being made. However, the process of crafting Public policies fascinates me! I love being able to say to myself, as I drive home, that, today I had a positive effect on Public Policies.

A Lobbyist is someone who follows the public policy process closely – that’s how (s)he runs his or her store. A Lobbyist is someone who follows the 1,200 or so Bills that are introduced in every Session of the Legislature. As those Bills are introduced, as they are amended, as they move through the process, the Lobbyist provides regular, and as needed, reports to each of their clients, so the client stays current on the pending Legislation while still remaining at the helm of their business.

A Lobbyist is someone who explains their clients’ positions on the issues, to Government officials – both Elected and Appointed, to persuade those officials to act favorably towards the clients’ positions when crafting public policy on those issues. The best Lobbyists provide those officials with both sides, or multiple sides, of the particular issue.

Then they explain why that Government official should support their client’s position.

A Lobbyist represents their clients by exercising the clients’ Constitutional rights of Freedom of Speech and Petitioning the Government in Redress of Grievances.

Next time: Some differences between local (City, County & State) and National issues. **TEC**



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The conference features an impressive line-up of workshops, including financial, health and fitness, professional and career development and a track for aspiring entrepreneurs. During the awards luncheon, the following outstanding minority women will be honored: Monique Braxton, Anchor and General Assignment Reporter, NBC10 News; Ida Castro, Commissioner, New Jersey Department of Personnel; The Honorable Aida Wasserstein, Delaware Family Court

Wrapping up the festivities will be Networking Mixer and Exhibit for organizations and businesses to showcase their products and services. The Conference will host close to 300 corporate professionals, businesswomen and entrepreneurs from Greater Philadelphia, New Jersey, and Delaware. For more information about the Minority Women in Business Conference, contact Anita D. Tinney, Esq., Coordinator at 267-608-6841 or visit the website at <http://theebsgroup.expage.com> **TEC**

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Over all, the project is best summed up by Diana Mann (**Photo to left**) the Communication Manager; "This project is committed to the participation of minority and women owned business in contracts. We know that it is important to be inclusive and to give these businesses opportunities that they might not otherwise have. Also to make sure that they know about the

opportunities that are out there. It has also been a mandate from our participating cities for they see the value in diversity." **TEC**

City of Phoenix continued from page 18

Additional Opportunities

Adriana Martinez says that, "Technical and financial assistance is offered to businesses within the Phoenix City limits. For technical assistance including marketing, payroll, etc., we assign a professional to work with them at no charge. This is an opportunity that many businesses don't know about and should take advantage of. We offer financial assistance as far as loans as well. Through the Engineering and Architectural Department, we have the

self contracting goals program. We set goals for subcontractors for each of the construction projects depending on the availability of certified firms that can do the job." There is also a goals compliance area that monitors the involvement of minority firms on the contact, not only to make sure that they are involved, but that they get paid.

Qualifications

For a businesses to take advantage of these programs, they must be certified by the City of Phoenix. This process "certifies" that the businesses using the program are indeed minority owned. There is an application that must be filled out. It then takes 8 to 10 additional weeks to receive the certification. There are a lot of benefit to this. Once a firm is certified it is added to our online directory that is frequently reviewed by other agencies looking for possible vendors. There are currently over 800 companies on this list.

The Disadvantages Business Enterprise, is an additional certification that the city performs. This qualifies a company to work on Federal projects such as the Light Rail and the Airport.

Once a firm is certified, the process is not over. The firm must be proactive and have a lot of initiative in looking for work. To guide individual companies through the process of how to do business with the city is one additional role that Martinez and Hatcher play. The city offers periotic certification workshop to demystify the process and walk though the forms page by page. In addition to the work shops, orientation workshops are done quarterly to help those companies that are move though the system.

Benchmarks

One good example of a firm that has benefitted from certification is RCD cleaning (profiled in the Ebony Cactus Sept. 6, 2002) which has been one of the largest contractors to the City for janitorial services. RCD owned by Rose Doyle cleans the Historic City Hall (Goode Building), the City Council Chambers, the fire operations building and others.

All in all, the City programs are significant and only an overview is provided here. In later editions we will look in detail at the programs in other department of the City such as Aviation. **TEC**



Future Editions of the Ebony Cactus

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