



JUMP BUTTONS. CLICK ON PHOTO TO GO TO:  
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# The Ebony Cactus *magazine*

Vol. 2. No. 12

July 6, 2003

A New Perspective on Business

Inside:

**Cover story:**

Business on the Ebony Coast  
the San Diego Regional African American Chamber of Commerce

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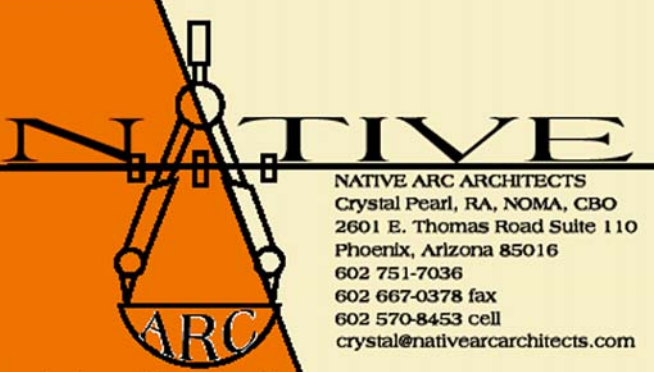
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 Keeping You On The Scene**

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**Cover Story: Business on The Ebony Coast** California has always been a place where dreams are made. There is a new reality however, were dreams can become real if one is ready and able. Despite the recession, there are billions of dollars flowing between San Diego California and Arizona. In this article we take a look at this reality and suggests some means for your business to take part in this economic boon Pg 11



What a better place to start our coverage of business in San Diego, than with **The San Diego Regional African American Chamber of Commerce** founded by Gerri Warren. With a membership of more than 300, the SDRAACC is seeking to address the challenges of doing business on the coast. Pg 14

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Cover  
Downtown San Diego  
at night

Working together empowers YOU!

## Contributing Writer: Kenny Love Pg 17



Kenny Love is a writer serving several industries, including business, music and fiction. He is also President of Educaterer.com, a company that provides a number of self-help and life improvement resources and solutions. Get more details at:

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## Angienuity

### Leave No Stone Upturned

by Angela Miller-Brooks

**The stone in the water does not know how hot the hill is, parched by the sun.**

**- Nigerian Epigram**

At a Chamber of Commerce mixer, I asked if anyone knew how hot it was in Phoenix?. Not to my surprise I heard replies of "yes". A couple of people wondered if I knew how hot it was? While speaking, I noticed that some even chuckled as their surveillance monitors zoomed in on me. I suppose they were all silently asking one of several million dollar questions such as: is she mental? Or perhaps, has her brain been damaged by the heat? The point I was trying to make then and now is that in Phoenix (the home of The Ebony Cactus magazine) and other points southwest, the economy is hot and open season for those who have a taste for business and business expansion.

Throughout the southwest and southwest coast, predominantly non-minority owned businesses have long recognized the opportunities that key southwestern cities have to offer. Specifically, in relation to the bounty of hefty economic resources. And yes, those weighty resources have been leading those organizations toward substantially "LARGE PROFITS". This has not been a secret. What has been a wonder is why the "Ah Hah" bells have been slow to ring within the minority business circles?

My non-scientific analysis suggests, African, Hispanic, Asian and Native Americans, especially in the desert southwest, have the know-how, abilities, tools and in many cases the necessary capital to turn those economic resources into feasible and sustainable income strings. What's the solution you ask? Alliance Partnering and Minority Resource Bundling. I'm no rocket scientist but, I know what I know. Call it women's intuition. It's a myth that minorities have a cash problem. African Americans, Latinos, etc. generate some several billion dollars a year. Frankly, if your living or doing business in the desert, you are sitting in a literal financial oasis! Straight forwardly, we're nestled in valleys and on coasts of gold. Federal notes are circulating east and west via the Interstate-8 faster than you can say "Lost Dutchman's Mine." Yes, it's getting hot in Phoenix and in other like economy cities. The area is poised for the "NEW" wealth that the "New Alliance" business economy will bring. One heavy hitter does not make an economy anymore. TEC coined phrases to remember: Alliance Partnering and Minority Resource Bundling. Dream Big!

## Living in America

### Introducing the Ebony Coast

by George B. Brooks, Jr. Ph.D

**"Nothing from nothing leaves nothing." Billy Preston**

With this issue, we officially expand our coverage to San Diego California. Since my first work experiences long ago, I have known there was a powerful business connection between the Cactus and the Coast. But for some reason, no one was talking about it. It seemed to be the worlds most obvious secret. A private joke between those in the know.

I always loved San Diego and the ocean. You see as a child, I wanted to be a marine biologist. Many years later, I did fulfill that dream. But I also learned that there is business to be done. The question is how? My solution? As would any good scientist, to observe the wildlife on in this case the money flow, to what it does. From there, then develop some useful hypotheses.

Since the 1980's Southwest and America West have been competing over route between the desert and the beach. Even today in the middle of a recession and after 911, it is easier and faster to catch a flight to San Diego than it is to travel across town on a bus. 737s and A320s are not cheap to fly, yet this competition for business is so intense that \$29 fares can still be found. This simple observation lead to a simple conclusion, airlines go where money flows.

From the interviews we have done, it appears the secret of making money is in part, to maximize your capacity to provide valuable services. Big money is flowing between Phoenix and San Diego thus big capacity is required. Yet, the vast majority of minority businesses are small. The only way to ramp up quickly and build the capacities necessary to address the opportunities that are available is for businesses between these cities, is to cooperate through partnerships, strategic alliances, chambers of commences and trade organizations.

If the cooperation hypothesis is true, then minority business are left with a clear choice. They must eschew the behaviors of the past and learn to work together for a better future. If not, the business wave that is coming will leave them behind. "Nothing from nothing leaves nothing" penned Billy Preston. I prefer to have something. In this edition, we begin to present a vision of what that something is. Enjoy the show.



Editorials

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# Letters

## Thanks to our readers



### GOOD NEWS

Out of the thousands of minority owned businesses in Arizona (African American, Asian American, Hispanic), bizAZ magazine (July/August) cited 7 as up and comers. Of those 7, The Ebony Cactus magazine was one. This achievement would not have been possible without you our readers.

Many of you have been with us since the beginning and many are new. Some have written for us, some have been profiled. Some of you have advertised and many have recommended us to your friends and associates. All of you are important to us and we thank you for being part of our family.

### DROP US A LINE!

In the time since our first issue 15 months ago, we have archived 24 editions and 500 pages on-line. We have become a significant repository of information on small and minority business in the Southwest. We estimate more than 25,000 people read each issue. Reaching these milestones have not been easy. With your encouragement however, we will continue to refine the magazine so we can better provide this service. SO DROP US A LINE! Tell us what you think and would like to see!

We at TEC wish to thank bizAZ for this honor. Below you will find the URL to the article. We look forward to hearing from you.

Sincerely,

Angela and George Brooks  
The Ebony Cactus magazine

[http://www.bizaz.com/features/articles.cms/itemid=ucminority\\_ja03](http://www.bizaz.com/features/articles.cms/itemid=ucminority_ja03)

### Responses:

Angela, congratulations! You deserve it!

Anita B. Kilcran  
HR Manager, Recruitment & Employee Relations  
American Heart Association

I appreciate your publication and send it to folks who will one day reside in Phoenix , even if they don't know it or don't know when. Ebony Cactus is a reflection of how much the valley has grown colorwise.

Juanita Guidry Copeland

We thank all who wrote with words of encouragement. We will continue to strive to do better for you.

EC

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## Asian American Advertising Federation (3AF) to hold Los Angeles Conference on July 23rd "Partnering for Success in the Asian American Market"

Courtesy: MMRNEWS

Los Angeles, Ca. - The 3AF "Partnering for Success in the Asian American Market" conference is a gathering of the leading Asian marketing and advertising professionals working towards one common goal - success in the Asian American marketplace. The conference will be held on Wednesday, July 23rd, 2003 from 2pm to 5pm, with a networking reception following, at the Japanese American National Museum. The exponential growth and strength of the Asian American consumer market makes this conference a "must attend".

Highlighting the conference is a panel discussion on successful alliances between Asian American and general market agencies. Panelists include Rick Carpenter, President of DDB, Cliff Einstein, Chairman/CEO of Dailey & Associates Advertising, Bill Imada, CEO/Chairman of IW Group, Inc. and Paul Moon, VP - Director of Account Planning of Pancom, Inc. Additional speakers will discuss the change of demographic landscape and developing relevant Asian American Creative. Serving as keynote speakers are the masterminds behind MTV Film's explosive independent hit 'Better Luck Tomorrow'.

The conference will be held at the architecturally renowned Japanese American National Museum in Los Angeles, CA. The registration fee of \$45 for 3AF members and \$60 for non-members includes the half-day session, which is from 2pm to 5pm followed by a networking reception from 5pm to 7pm. For those interested in attending the reception only, the registration fee is \$25. The registration deadline is Friday, July 18th.

Conference sponsors include KSCI-TV and Viet Bao Daily as title sponsors, Pancom and Interviewing Service of America, Inc., as the entertainment sponsors, and Panda Express as reception sponsor. Sponsorship packages are still available. For more information on sponsorship opportunities at the conference, please call Michael Halberstam, President, Interviewing Service of America, Inc., 818-989-1044.

The Asian American Advertising Federation (3AF) was established in February 1999 and is made up of Asian American advertising principals, media, advertisers, and strategic partners. Its mission is to grow the Asian American advertising and marketing industry, raise public awareness of the importance of the Asian American community and further professionalism in the industry at large.

The Japanese American National Museum  
369 East First Street, Los Angeles, CA 90012

### **DEADLINE FOR REGISTRATION IS JULY 18, 2003**

286 Spring Street, Suite 201, New York, NY 10013

For more information, please contact Lisa Skriloff, Multicultural Marketing Resources, Inc., Tel. (212) 242-3351, Fax (212) 691-5969, [www.3af.org](http://www.3af.org)

## BizNet Calendar

### Arizona

**July 10**

**What You Need to Know in Achieving Financial Goals**

Glendale, 7pm

Glendale Public Library, 5959 W. Brown St., Glendale

Jordan Cott presents the five fundamentals of successful wealth accumulation

Information/registration: (623) 930-3552. Free

**Greater Phoenix Black Chamber of Commerce, Breakfast Networking Forum Phoenix-**

Contact: The Greater Phoenix Black Chamber of Commerce for more information at: 602-307-5200, [www.PhoenixBlackChamber.com](http://www.PhoenixBlackChamber.com) or [info@phoenixblackchamber.com](mailto:info@phoenixblackchamber.com)

**July 15**

**City of Phoenix Certification Workshop**

Phoenix, 6-8pm, Phoenix City Hall, 200 W. Washington St., Phoenix

Learn more about being certified as a minority, woman-owned or small business enterprise. In-depth information about requirements, process and benefits.

Cost: Free, RSVP. Sponsor: City of Phoenix. For more information or to register: (602) 262-6790

**July 17th**

**Arizona Hispanic Chamber of Commerce Business Mixer-**

Phoenix- from 5:30pm to 7:00pm The Mixer will be held at the Subia Creative offices, 2450 S. 24th Street Contact Cynthia Rodriguez at 602-279-1800 or [cynthiar@azhcc.com](mailto:cynthiar@azhcc.com) to confirm your attendance.

**July 21-26**

**International Conference on Thinking**

Phoenix- Phoenix Civic Plaza, 225 E. Adams, Phoenix

Speakers include Goran Carstedt, ex-president of Volvo, France; Greg Merton, vice president of Hewlett-Packard, Jerry Colangelo, owner of Arizona Diamondbacks and Phoenix Suns; and others.

Cost: Call for information. Sponsors: Ottawa University, ASU, Thunderbird and University of the South Pacific. For more information or to registration: (480) 998-9590.

**August 27**

**Grand Canyon Minority Supplier, Development Council "Annual Business and Opportunity Fair"**

Phoenix- Phoenix Civic Plaza, 111 North Third Street, Phoenix, Arizona 85004, For more information contact: Joe Castillo (602) 495-9950

### Southern California

**July 17**

**San Diego Regional African American Chamber of Commerce Monthly Luncheon**

San Diego- 11:30 am. Admiral Baker Clubhouse, 2400 Admiral Baker Rd

\$15 members (tax deductible); \$20 non-members

Keynote Speaker: TBD. Please RSVP @ (619) 262-2121, or

E-mail: [sdbc@pacbell.net](mailto:sdbc@pacbell.net)

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# Southern California

July 26 - August 3

## 2003 Acura Classic

Carlsbad, La Costa Resort and Spa,

A WTA Tour event featuring tennis players: Venus Williams, Jennifer Capriati and Anna Kournikova. For tickets contact: 760-438-5683 or [www.acuraclassic.com](http://www.acuraclassic.com)

## August 9

### Regional Chamber of Commerce- 57th Annual Flag, General and Senior Officers Beach Ball

San Diego, 6: 30 pm to 10:30 pm. This wonderful event will to be held at the Hilton San Diego Resort 1775 East Mission Bay Drive San Diego, CA 92109. To inquire contact (619) 544-1341.

## September 19 and 20

### 8th Annual San Diego Black Business Weekend

San Diego. The San Diego Urban Economic Corporation puts together two days of informative workshops for all small business owners, on issues ranging from franchising to financing. Join the UBOC team as we present some of our best business practices. For more information visit [www.sducec.org](http://www.sducec.org).

# Las Vegas, Nevada

## July 15

### Nevada Development Authority Networking Breakfast

Las Vegas- Stardust Hotel & Casino , Contact: NDA Staff -

Stardust Hotel & Casino, 3000 Las Vegas Blvd. S., Event begins at 7:00 a.m.

For more information contact: (702) 791-0000 (p) or [info@nevadadevelopment.org](mailto:info@nevadadevelopment.org) (e)

## July 24

### Chamber of Commerce New Member Mixer

Las Vegas, 5:30 -7:30, 1540 South Rainbow, Ethan Allen Home Interiors

For more information contact : 702-453-8220(p) or 702-735-2011(f)

## Announcement

Back by popular demand, The Ebony Cactus magazine is reinstating an advertising sale for the summer months (June, July and August) of 2003 for the following products:

Size:		Frequency	
		1x	6x
Full page:	Regular price	\$880	\$800
(7 in x 9.5 in)	Sale price	\$440	\$400
1/2 page:	Regular price	\$440	\$400
(7 in x 4.75 in)	Sale Price	\$220	\$200
(3.5 in x 9.5 in add 15%)			
1/4 page	Regular price	\$220	\$200
(3.5 in x 4.75 in)	Sale price	\$110	\$100
1/8 page	Regular price	\$110	\$100
(3.5 in x 2.375 in)	Sale price	\$ 55	\$ 50

Micro card and Micro listing prices see page 21 (click here)

No other discounts apply except for non profits (call for more information)

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BizNet Calendar

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The Arizona Parenting Alliance invites you to attend the  
9th Annual "Spirit of Parenting" Awards Dinner & Gala

REVIVING  
AND  
RESTORING  
THE SPIRIT  
OF THE  
FAMILY



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**The Honorable Linda Aguirre**  
*Arizona State Senate*

**The Honorable Jan Brewer**  
*Secretary of State*

**A.C. Green**  
*A.C. Green Programs for Youth*

**Todd Hornback**  
*Parent's Anonymous*

**Dr. Richard C. Knopf**  
*Arizona State University West*

**The Honorable Maurice Portley**  
*Arizona Supreme Court*

**The Honorable Leah Landrum Taylor**  
*Arizona House of Representatives*

**James Rodriguez**  
*Arizona Fathers & Family Coalition, Inc.*

**Chris Scarpati**  
*East Valley Child Crisis Center*

**Rev. Benjamin Thomas**  
*Tanner A.M.E. Church*

**Bev Tittle-Baker**  
*Community Asset & Resource  
Enterprise Partnership, Inc.*

Please join us along with Arizona's community leaders as we celebrate  
the power of parents to make a difference!

**Featuring Keynote Speaker**  
*Julie Baumgardner, Executive Director, First Things First*

**Tuesday, July 22, 2003**  
**The Grace Inn Ahwatukee** 10831 South 51st St. Phoenix, Arizona (I-10 and Elliott)

**Reception** 6:00 pm - 6:30 pm  
**Dinner & Program** 6:30 pm - 8:30 pm

Entertainment & Prizes  
(602) 470-1587

# Business on The Ebony Coast

Opportunities abound between the Cactus and the Coast. The question is, what to do with them?

Continued on next page

## Business on The Ebony Coast Pt. 1

Despite the recession, opportunities abound the between the Cactus and the Coast. The question is what to do with them? As with any opportunity, they are only available to those with the vision to see them, the capacity to work them and money to fuel the project. All three are factors minority businesses at times seem to lack. But there are solutions. Lets take a closer look.

Only 1.25 hours away if you fly and 6 hours away if you fly low, transit between Phoenix and San Diego can take not much more time than taking a bus downtown and the airlines fly more often than the buses run. For those in the know, the billions of dollars of development on both ends of Interstate 8 is an irresistible attraction. Let me give you an example:

### The San Diego Trolley

Light rail is all the buzz now in Arizona. After many years of trying, Phoenix finally approved its first line a few years back and will spend 1.2 billion to make it so. Tucson is considering a line as well. However, the poster success story for light rail systems is the San Diego Trolley. First constructed in the early 1980's for only 85 million dollars, it's first line ran from downtown San Diego to San Ysidro which borders Tijuana. Despite the many nay sayers in this car friendly state, the trolley was a success. Twenty years later, the city is building the last 5.9 miles of it's third line for \$431 million. This work includes extended elevated sections above and across Interstate 8 and a subway reach through San Diego State University.

### Partnering is the key

Logically no matter where you are, it takes similar skills to build and eventually run a train system. Thus it is reasonable to assume, that somewhere in the 20 year history of the San Diego Trolley, Coaster (the train to the beach cities north of San Diego) or Amtrak, many of the thousands of minority owned businesses in San Diego have gained contracts for construction, maintenance, operations, accounting or the thousands of other services that are necessary to operate an enterprise of this type. These businesses could be looking for a local partner in the Phoenix and Tucson areas to allow them to bid on Arizona contracts. Conversely, Arizona firms with little experience in train systems could build their capacity by partnering with an experienced San Diego firm.



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By :  
George  
B. Brooks, Jr.

require hotels and resorts to house their patrons. Many tourists come to San Diego to visit Mexico.

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## International Concerns

San Diego is an international port. Billions of dollars of freight pass through the

seaport annually. Most people think of Tijuana as a sleepy border town. It is not. It is bustling city of more than one million people and a major gateway to Mexico.

## Information Sources:

In this article I have only touched the surface of the opportunities that are shared between the Coast and the Cactus. There is much more to be learned. Until our next installment of "The Ebony Coast" the following links will direct you to some powerful sources of information on the nature of business in San Diego. **Continued on page 19**



## Visions of Things to Come

One day, likely soon, the economy will pick up, and when it does, business is going to boom in these three cities. Like a surfer, minority businesses must be positioned to ride this new wave when it rises and not be caught on the beach watching the fun from afar. One can see the wave building now. Phoenix, Tucson and San Diego are building new freeways, new rail systems, new stadiums, schools, downtown revitalization projects, additions to the airports, municipal buildings and thousands of units of housing. All in preparation of things to come.

San Diego's economy is not limited to municipal works. There is a huge military presence, the area is a sea port and boasts a number of world renowned universities including Scripps Institution of Oceanography, part of the University of California, San Diego. The private sector is extensive. A few of the top 25 private corporations include Sharp healthcare, Qualcomm, Kaiser Permanente Medical Care Program, Scripps, Pacific Bell, Science Applications International Corp. (SAIC), Albertson's, Inc., Sempra Energy, Sony Technology Center, Palomar Pomerado Health Systems, United Parcel Service and National Steel and Shipbuilding Co. Each one of these businesses like the hundreds of other smaller ones, outsource and require services that minority business can provide.

## Tourist Trade

Like Phoenix and Tucson, San Diego is a tourist town. However, due to weather considerations, the on and off seasons on the coast are opposite those in the desert. This difference in itself is a major opportunity for continued business year round. San Diego is known for its attractions including The San Diego Zoo, Sea World, Wild Animal Park, Birch Aquarium, beaches, and deep sea fishing (see photo). All of these attractions



Home



**Summary:** The 2000 City of San Diego California Statistics and Demographics list it's African American/Black community at just 7.86% of the overall population. Though small in number, local African American businesses are beginning to take advantage of the resources and opportunities that city has to offer. Years after this ocean side paradise was discovered by the Europeans, San Diego is still a frontier city with untold business possibilities. An organization leading the way is the San Diego Regional African American Chamber of Commerce.

**Background:** We organized and opened the Chamber for operation 11 years ago because there was (and still is) a recognized need for the information, opportunities and fellowship that an organization such as our can present. Originally, we began with approximately one hundred members. Now, we're generating quite well at about three hundred members.

Continued on the next page

**San Diego, California**

**Organization:**  
San Diego Regional African American Chamber of Commerce

**Founder /President:**  
Gerri Warren

**Type:** Non Profit Business Advocate Organization

**Address:** 1727 N. Euclid Avenue, 92105

**Telephone:**  
619-262-2121  
Fax: 619-262-3841

**E-mail:**  
aachamber@pacbell.net

**Established:**  
1992

**Members:** 300

**Note:** Gerri Warren is also Publisher and Owner of the Voice and View Point Newspaper; Founding President, Gold Coast Classic; The Survival Bag Company

by: Angela Miller-Brooks

Home



**Description:** What the San Diego Regional African American Chamber of Commerce does for its members is to get folks to know and do business with one another. It's important for the Chamber to help business folk in finding where the resources are and to help them increase their bottom line. It is our job as a chamber to help promote networking opportunities which, if done well, will open doors of opportunities. Our Chamber is an on-going advocacy agency.

**Start Up:** Some of the obstacles in the beginning were that people seemingly did not understand what a chamber was and the power such an organization has. One of the issues we had to overcome was the myth that one had to own a business to be a member. That is not true. Also, we had to deal with member mistrust. To be effective in business, members of an organization such as a chamber, need to have a certain level of trust amongst each other. That was something that our organization, much like any other new group, needed to gain and sustain. Now, our members are moving forward, gaining business contracts, working with each other and helping each other acquire business that might not otherwise be obtained.

**Demographics:** Our membership represents a broad spectrum of San Diego's business community.

**Growth:** Although we average some three hundred members, not all are active. A considerable amount of time and effort is put into nurturing long time members encouraging non members to come on board. There is so much going in San Diego, but to make a difference, we as a group have to learn to work together and stay in the game for the long haul. The city is growing by leaps and bounds. Construction is everywhere. New high-rise apartments and condominiums are springing up downtown regularly. That's a sign of strong growth and an even stronger economy. But, we're currently not feeling the same growth as possibly other chambers and business folks in San Diego. We know the growth and business is there, yet the ripple effects have not wholly reached our communities. Fortunately for us, new comers to the city and long-time business owners have begun a sort of resurgence to the community and the Chamber. The saying still holds true that there is strength in numbers.

**Partnering:** Partnering is important, especially in this economy. Doing business alone doesn't work. At least not in San Diego. In order to get the most out of business ventures, contracts, etc., we encourage partnership opportunities between other businesses in organizations such as: the San Diego Hispanic Chamber, Latino Builders Industry Association and Asian Business Association, City of San Diego, County of San Diego and Port of San Diego.

# Arizona Council of Black Engineers and Scientists Annual Computer Camp

APPLICATIONS ARE NOW BEING ACCEPTED FOR THE 19TH ANNUAL COMPUTER CAMP.

**DATES** : July 12, 19, 26 & August 2, 9

**TIME** : 8:00am - 2:00pm each day

**PLACE** : ASU, TEMPE CAMPUS

- \* The COMPUTER CAMP is targeted towards students entering the 7th - 11th grade.
- \* The agenda includes programming classes and self-improvement workshops.
- \* There are a limited number of seats available so please send applications ASAP.
- \* Anyone interested in assisting with the COMPUTER CAMP or needing additional information should contact MARCUS GREEN at 480 441-0290.

APPLICATION

DETACH HERE

NAME OF STUDENT:

GRADE LEVEL:

NAME OF PARENT/GUARDIAN:

STREET ADDRESS:

CITY:

ZIP CODE:

HOME PHONE:

EMERGENCY CONTACT:

MAKE CHECK OR MONEY ORDER PAYABLE TO:

ACBES

MAIL APPLICATION ALONG WITH PAYMENT TO:

MARCUS GREEN

P.O. Box 2426

CHANDLER, ARIZONA 85244



Free Free  
Free Free  
Free Free  
Free Free  
Free Free

## "Products: The 'Believability' Factor"

Subtitle: Why some products cannot be given away successfully (especially behind the word 'FREE')

By Kenny Love

Bio on page 4

There are many elements discussed in marketing articles regarding how best to garner sales success for products or services. However, one element I have rarely found discussed, if ever, is the factor of 'believability'. Here is a case in point: A while back, I discovered a unique angle being marketed to the public regarding a certain product that I was certain would be incredibly successful since the product is one that, virtually, everyone already uses, regardless of their financial status or position in life.

And, with a price range that expands from \$0 to as much as hundreds of thousands of dollars, depending on your choice and what you can afford, the version being marketed by this company is FREE to the public. I'm not speaking of a product that attempts to please all the people all the time, so to speak, but a product that almost falls into the realm of being a "vital necessity" for just about everyone, and on a worldwide basis. This product is one that, if it was not what it was, the 'believability' factor would be so incredibly high that virtually everyone would rush out to get one, especially since it will be FREE. I would also lay 10 to 1 odds that you currently own, at least, one of these products right now.

What is this product? Is your curiosity up yet? Well, I'm not going to disclose the product for several reasons, and because my own personal jury is still out with the verdict on it (sorry, no tease intended). But, I will say that if the verdict is returned favorably, there will be no side of earth that you will not learn about it. So, what is my own reluctance with this particular product? Well, my answer is found no farther than the title of this article...the 'believability' factor and it being made available for FREE. Not because this particular product isn't as it is presented, but because people are simply not accustomed to being able to obtain this product freely.

Additionally, when (and if) this product is, indeed, released to the general public, even though it already affects most of the people in the world who are already utilizing it, I can guarantee that it will also come with a 'Catch-22' factor for its distributors and sales persons. People are simply going to have an extremely difficult time believing that it will be available with 'no strings attached'. Many people have been jaded in all kinds of shady deals, both offline and online, with many ending up having spent thousands of dollars with nothing to show for it. Even when an offer that is possibly legitimate comes along, it is suspect, to say the least. Perfect examples are the 2-minute-long commercials often seen on the independent stations, i.e., TNT, USA Network whereby the product is being promoted by a 90-mile-per-hour speaking voiceover announcer.

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At the end of the commercial, the announcer states that if you call right now (or within the next 15 or 30 minutes), you will not only receive the product at the unheard of low price, but you will also receive a second of the same product absolutely free. In respect to this type of television commercial, this is the point at which my own wheels start to turn, usually wondering about the quality of the product, and if it is as great as the fast talker has presented. Also, most of these commercials, along with their infomercial counterparts, air in the early mornings, generally, around 2:00 a.m. - 3:00 a.m., and on, which also makes other wheels of wonderment turn in my head. I'm wondering: 1. Is the commercial airing in this time slot because this is a "special short-lived promotion" and the company does not wish to be overrun with orders at the low price and risk running out of product while losing on the profit end? 2. Is this a discontinued item that I will not be able to easily obtain parts for if it happens to break? 3. Is the commercial airing in this time slot because the advertiser cannot afford prime time slots? 4. If the product is so great, why does the company give away another complete version of the same product, instead of a lesser-priced item? 5. If there is a P. O. Box, how do I know this isn't a fly-by-night rip-off operation?

See how the 'believability' factor has quietly arisen and crept into play here? Aside from the fact that you might have a great product, service or information take a good look at your own marketing, promotion and advertising copy before presenting such to general or specific publics, asking yourself: 1. Are people going to believe this item will do what my copy says that it will? 2. If I place myself in my intended customer's spot, would I believe this? 3. What can I do to make my offer sound more credible, thus, warding off any possible doubt from prospects? 4. Will my price for this product be perceived by prospects as too low (or too high)? 5. Am I easing the emotional pains of prospects by offering a strong and solid guarantee?

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**Free Free**  
**Free Free**  
**Free Free**  
**Free Free**  
**Free Free**

By the way, it is generally accepted in the business arena that, the longer the guarantee for your offer, the better overall sales will be, with fewer returns. I suppose that longer guarantees, i.e., 6 months or 1-year, appeal to the prospect who reasons that if the product was not everything as presented, the shorter the guarantee would be in the interest of the advertiser escaping liability a lot sooner. So, after your great headline has been punched out, the great ad copy as been written and the appropriate media have been selected for your product, service or information, take one last moment to review what you now have before you, completely addressing the 'believability' factor. Now, upon your completion of doing so, would you buy this item from you? Copyright © 2003 Kenny Love Enterprises



## Why Advertise in The Ebony Cactus

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

- 1. Demographics:** Part of the mission of The Ebony Cactus magazine is to showcase African American businesses to all who could use their services. The magazine's format is simple, open and easy to read. The content is focused on people and issues that will be both interesting and valuable to both small and large business. In this case, small business people include both those 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. Building Bridges:** The Ebony Cactus is read by increasing numbers of companies seeking outsourcers, contractors and partners. Their readership further enhances your opportunities for growth.
- 4. 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!

## Ebony Coast Continued from page 13

### Contacts

<a href="http://www.sannet.gov">www.sannet.gov</a>	San Diego City government
<a href="mailto:sdvoice@pacbell.net">sdvoice@pacbell.net</a>	San Diego Voice and View point (a black news paper)
<a href="http://www.sandiegobusiness.org/pdf/book_of_facts/GroFrc_Hsg.pdf">www.sandiegobusiness.org/pdf/book_of_facts/GroFrc_Hsg.pdf</a>	The book of facts
<a href="http://www.sandiegobusiness.org">www.sandiegobusiness.org</a>	San Diego Regional Economic Development Corporation
<a href="http://sandiego.areaconnect.com/statistics.htm">sandiego.areaconnect.com/statistics.htm</a>	Statistics
<a href="http://www.sdchcc.com/index.htm">www.sdchcc.com/index.htm</a>	San Diego County Hispanic Chamber of Commerce
<a href="http://www.sdbp.com/">www.sdbp.com/</a>	San Diego BLAACK pages Business listings and more.
<a href="http://www.bcasd.org">www.bcasd.org</a>	Black Contractors Association San Diego
<a href="mailto:bassure@aol.com">bassure@aol.com</a>	Multi-Cultural Contractors Group San Diego
<a href="mailto:aachamber@bacbell.net">aachamber@bacbell.net</a>	San Diego Regional African American Chamber of Commerce

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**Responsibility:** It is the Chamber's responsibility to act as a catalyst to help resolve key local concerns for its members. It is important that we continually establish new vending and bid opportunities for qualified minority, women-owned and disadvantaged businesses.

**Benefit:** The overall benefit in joining ours or any other Chamber for that matter, is business building. The Chamber is a means by which businesses can be made visible. Membership also helps the organization to have an impact on the climate of business and the outcomes of our communities.

We live in communities. Within them we all share commonalities with our neighbors which encourages us to make our living environment pleasant. This is so because we make sacrifices and choose to work together for the good of all. The same can be said about the benefit of a Chamber. When one joins, he or she is making a commitment to not only gain benefits but to give benefits as well.

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Coming Next Issue - Arizona Resorts



# Introducing TEC Small Business Listings

## MicroListings

No. 1 \$20\*

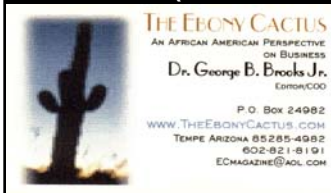
Well Done is a job search (Local and National), clerical and proofreading agency. My motto is "if you don't have time to look for a job, I'll look for you." Susan Morris. 602-738-0393 dbr6228741@aol.com

No. 2 \$30 (summer sale \$25)\*

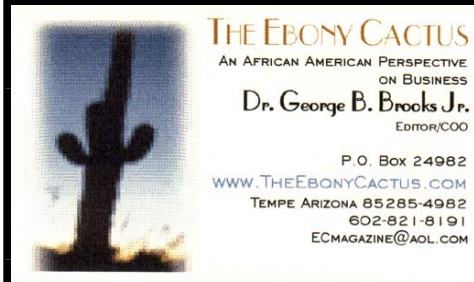
E-Zine The Ebony Cactus magazine A New Perspective on Business. Dr. George B. Brooks, Jr. Editor P.O. Box 24982 Tempe, Arizona 85285-4982 602-821-8191 www.theebonycactus.com

## MicroCards

No. 1 \$30 (summer sale \$25)\*

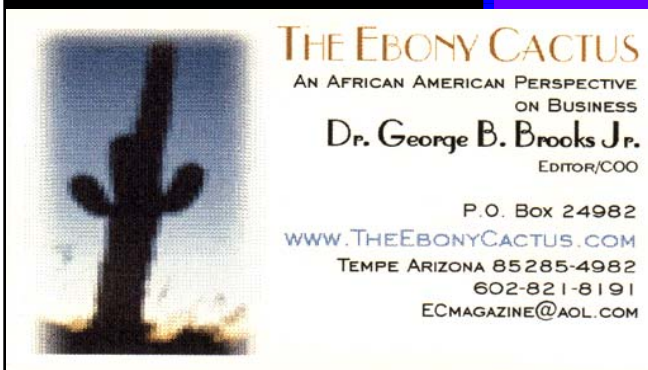


No. 2 \$45 (summer sale \$30)\*



## BusinessCards

No. 3 \$90 (summer sale \$45)\*



## PRICES

### MicroListings

Up to 200 characters  
Active Hyperlink (Web Address)  
\$20\*

Or

Up to 169 characters  
Active Hyperlink (Web Address)  
Single simple corporate logo.  
\$30 (summer sale price \$25)\*

Or

### MicroCards

Your actual business card full color 1/2 size with active hyperlink  
\$45 (summer sale price \$30)\*

Or

### Business Cards

Your actual business card full color full size with active hyperlink  
\$90 (summer sale price \$45)\*

Compare: 25,000 full color business cards not including art and distribution: \$1,350 or \$0.054/card  
25,000 No. 1 MicroCards in TEC including distribution and hyperlink \$30 or \$0.0012/card

For full information contact

George B. Brooks Jr. Editor  
The Ebony Cactus Magazine  
602-821-8151

Editor@TheEbonyCactus.com

Note: Payment for microlistings, microcards or business cards must be received with publication request

\* Per Issue, no frequency discount.

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### 3. Send it to a Friend

Knowledge is power. The Ebony Cactus magazine offers knowledge. Empower your associates. Tell them

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FIRSTFRIDAYS PHOENIX

EVENTS

**Fri, August 1st – 1st Fridays @ Ritz-Carlton Hotel**  
2401 East Camelback Rd, Phoenix, AZ 85016  
TIME 6pm–9pm: Networking / 9pm–1am: Socializing  
COST \$5 before 8pm; \$10 thereafter



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*Be a part of our most popular event of the year. Last year we had over 30 vendors including mortgage brokers, real estate agents, financial planners and insurance agents. Take advantage of this exciting opportunity to manage all of your financial needs under one roof!*

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14202 N Scottsdale Rd Scottsdale, AZ (480) 905-7200

TIME 1pm (please arrive by 12:30pm)

COST \$10 per person (includes food & beverage)

*We have teamed up with Farrelli's to bring you some of the best Black films ever! What's unique about the FFP Classic Film Series is that ALL of the movies are selected by YOU! After each movie, we have a lively discussion session that's well worth the price of admission.*

**If you are interested in booth rentals and/or on-screen advertising, please email [info@1stfridaysphoenix.com](mailto:info@1stfridaysphoenix.com).**

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