

# THE EBONY CACTUS magazine

Vol. 2. No. 1

January 1, 2003

A New Perspective on Business

## Inside

Business Profiles

Life Works International

Author Anita Bunkley

2003

Empowerment

Guide

B2B & B2C directory

Management tips

and more

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Making it Happen!

*Happy New Year!*

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**We're Behind The Scene  
Keeping You On The Scene**

Mention you saw this in The Ebony Cactus

Happy Holidays. Welcome to the thirteenth edition of The Ebony Cactus Magazine. Published twice monthly, The Ebony Cactus is a new concept internet magazine that is sent directly to the reader. Created in PDF format, the magazine can be viewed equally well by both Macintosh and P.C. users. Hard copies made by the reader retain the exact format as seen on the screen. Past issues are archived at [www.TheEbonyCactus.com](http://www.TheEbonyCactus.com).

## Who reads The Ebony Cactus?

- Currently, the monthly readership is about 32,000. The following is a partial listing of where The Ebony Cactus is read: Motorola, Intel, Aztec Engineering, Evans and Kuhns, First Institutional Baptist Church, Southminster Presbyterian Church, Arizona State University, The Thunderbird Graduate School of International Management, Arizona State University West, Maricopa County Community Colleges, University of Arizona, University of California Davis, Palomar College (San Diego), Los Angeles Unified School District, Berkeley County South Carolina School District, Medical University of South Carolina, The J. Paul Getty Trust, University of Phoenix, Flagler Hospital (Florida), San Francisco State University, Nokia, City of Phoenix, Arizona State Government offices, Roosevelt School District, South Western Bell(TX), BellSouth (Atlanta,GA), NTL.com (UK)/ Arizona, California, Nevada, Minnesota, South Carolina, Texas, Florida, Louisiana, Georgia, Tennessee, Kansas, Oklahoma, Washington State, Washington DC, Maryland, Virginia, South Carolina Japan, Belgium, United Kingdom, Japan and South Africa.
- 99% use computers
- 99% use the internet
- 58% have family incomes exceeding 50K ([www.census.gov](http://www.census.gov))
- 35% have family incomes exceeding 75K ([www.census.gov](http://www.census.gov))
- 42% hold a bachelors degree or greater ([www.census.gov](http://www.census.gov))

## Who is Profiled in The Ebony Cactus?

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

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

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

## Should I advertise in The Ebony Cactus magazine?

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

## Staff

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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. All Rights Reserved.

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### Stake Your Claim

A man with too much ambition cannot sleep in peace- a Baguirmi Epigram

Happy New Year! As much pleasure as the end of year season brings, I must admit that I could hardly wait until the holidays were over. I happen to have a very good reasons to why I'm so anxious. It's the new year; a time to ring in the new, lay to rest the old and build onto the future. From March of the previous year until the last December issue's ink lay waiting on copy paper to dry, I've been trying to motivate, guide and encourage readers toward a particular position. That position is where I shall begin with you now. Like a 19th century silver- beard prospector near the apex of a desert goldmine discovery, my goal is to inspire readers to stake your claim in the world of business.

Take a long look at the top of this editorial and read the epigram. I'll use them on occasion throughout the year. When you've read , computed and digested that old African adage, I hope you'll join me in running like the wind toward new and exciting business challenges. This is no time to sleep my friends. We all have jobs to do. And, whether the job is done collectively or solely (remember it takes a village...) the end result should be that we make our business and economic presence known in ways never seen before in our cities, states, regions, country or the world.

Over the past year at the magazine we've labored hard for you. George, our lecturers and myself have presented for your review a host of business, professional and real time news leads you can use. We also recognized that you needed information that was often hidden and seemingly only open to the privileged few. Such was the case when we developed our Seminars, Spotlight On and Coming Attractions sections. I trust you've been able to capitalize on the information presented.

Capitalizing on useful information that's hidden was a key component in the development of The Ebony Cactus as a newsletter over 5 years ago. Today, unique in itself as an Internet magazine, the capitalizing on useful yet hidden information is still key. My husband and I, with the help your readership, have had the honor of nurturing this magazine into an internationally read publication today. The New Year holds many possibilities. I am feverishly anxious and my ambition does not allow me to sleep. Do you share my ambition? Onward.

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### Cultivating the garden

A friend recently told me this old African proverb: "Knowledge is like a garden. If it is not cultivated, it can not be harvested." An interesting and subtle metaphor. To paraphrase Maya Angelou, it is a saying couched in the collective wisdom of generations. So what was the writer actually saying and how does it relate to us? First, let us define the terms. Knowledge means "to know, to have a familiarity, awareness, or understanding gained through experience or study. Cultivate however, has a number of definition that fit:

- To direct special attention to; to devote time and thought to; to foster; to cherish.
- To improve by labor, care, or study; to impart culture to; to civilize; to refine.
- To raise or produce by tillage; to care for while growing; as, to cultivate corn or grass.



What good is knowledge if you don't know how to use it? For example, you receive this document over your computer. That device can remember far more than you. How much memory does your computer have? 20 gigabytes, 40, 60 perhaps? Within one gigabyte of memory you can easily fit the complete contents of the world book encyclopedia. Yet, what can that machine do with that data? Not much and only exactly what we tell it to. No understanding, no knowledge, no wisdom. This is perhaps, what the African writer was trying to say. One may have a garden of data, facts, information. But unless one cultivates it, refines, fosters and

cherishes it, that data will never grow to a harvest of knowledge, understanding and wisdom.

Since March of 2002, we here at The Ebony Cactus, have also been cultivating a garden. We call it the 2003 Empowerment guide. On page 10 you will find the entrance. In this garden we have crops for every taste. We have done the harvesting and all are fresh from the vine. Some were grown for quick consumption like a carrot, to provide instant understanding. Others need to be slow cooked and savored when consumed for the full effect. Now at the end of our first season, our garden has yielded a bumper crop and we invite you to come and enjoy the fruits of our labor. Don't worry about taking too much, for like the fabled cornucopia, there is always more. If you do not see anything you like, just wait and it will soon show up. Or come and knock on our door, tell us what you need and we will plant the seeds and call you when it is ripe. Come on in, partake and enjoy. On with the show.

# Life Works International

by: Angela Miller Brooks.

**Name:** Byron V. Garrett  
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**Type of Business:**  
Leadership Training/Keynote Speaking  
**Year Established:** 1995  
**Incorporated :** 1997



**Description:** The Objective of Life Works International and what I do as Speaker for life is to challenge thoughts, change minds and provide the courage to commit to achieve success in life at school, home, church or at work.

**Background:** Life Works International is derived from the acronym LIFE which stands for life is fundamental everyday. Over seven years ago I used to give half day leadership training sessions to high school and college students. Sessions usually included effective communication, team building which were often times not offered in the regular school setting. The program grew tremendously, I began to travel and it was seen as highly effective not only for students but, for corporations as well. As the program shifted it took on a much broader focus and that's when I came up with Life Works 101

**Goals:** Personal coaching is a new area that I am slowly getting into. To me, of my next ventures that's the next logical step. I'd like to also write a best- seller someday. In terms of my original business goals, I am exceeding my expectation.

**Breakthrough Opportunity:** While in Nigeria my whole perspective of what's important changed. That opportunity afforded me the ability to see things differently which has been a catalyst

**Keys to Success:** I am real, bring a unique sense of authenticity as a speaker, have a sense of humor and bring a sense of urgency to what is needed now in preparation for tomorrow.

**Clientele:** We service a broad base of individuals for which approximately 99 percent of what I do is out of state. For example, we offer services to 45 different states within the continental United States. About 10 percent of what I do is beyond the United States. I am often called to work for a corporate client in Nassau. I've also done some things in London, Nigeria and Egypt. In that respect, we are considered an international provider of services but, a great deal of our clients are nationwide high school organizations. They (Future Business Leaders of American, DECA, etc.) have state, regional and national conferences where we offer leadership training and keynote addresses.

**Quality:** The quality I bring to the table is that I speak from the heart. I can deliver text information and speak infinitely but, I speak from the heart because I feel if I have listener's heart then I can affect the way they see things and change in order to make their lives better.

Garrett continued on page 18

# Anita Bunkley

edited by: Angela Miller-Brooks

**Title: Author - Women's fiction and non-fiction**

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## **Describe Anita Bunkley as a person, educator and writer:**

I have been happily married to my husband, Crawford, for sixteen years. I have two grown daughters - one is in law school in Houston, the other lives in San Francisco and works at a major television station. I am a former foreign language teacher and a fulltime writer. Recently I expanded my creative efforts to include a business with my sister, producing the Bathroom Valet, a product for which I have filed for my first patent ([www.justforguests.com](http://www.justforguests.com)). All of this is extremely challenging and exciting and keeps me very busy.

**Market:** My target audience is women - African American women in particular.

**Background:** I self published my first book, then went on to write for several major publishers. The road to publication meant studying the craft of writing as well as the business of publishing. I have always enjoyed the promotional aspects of writing and worked hard at developing a loyal fan base that looks forward to my books. I have a BA in Foreign Languages (Spanish and French) and have been writing for thirteen years. I have completed seven novels, two nonfiction books, and several contributions to anthologies. Over my career I have appeared on numerous radio and television stations and have been featured in many print publications nationally.

**Goals:** My goal is to continue to enjoy writing and produce the kinds of books that my target audience likes. By pacing myself and writing books on topics that interest me, I feel I will be able to keep my books fresh and entertaining.

**Writing on an International Level:** It makes me very aware of how far reaching the written word can travel.



**Location:** Texas is a great state for a writer. We have many top notch authors who claim roots in Texas. Authors here are appreciated, celebrated, and showcased all the time. George and Barbara Bush, as well as the governor's office support venues throughout the year to showcase the Texas talent. Also, Romance Writers of America is headquartered in Houston.

## **Products/ Services/ Books:**

**Emily, The Yellow Rose** - the Texas tale of the black woman who inspired the song, The Yellow Rose of Texas.

**Black Gold** - a romantic saga of African Americans in the oil boom days of a small Texas town.

**Wild Embers** - A Tuskegee airman and a nurse fall in love during WWII.

**Starlight Passage** - Reparations, family roots and a dark secret send a woman on a journey into her past.

**Balancing Act** - A career woman must juggle the needs of her family and her work while trying to solve a mystery.

**Steppin' Out With Attitude** - nonfiction - 15 keys to developing attitudes that lead to success in all areas of your life.

**Bunkley continued on page 18**

# Selling Products on the Internet

Special guest lecturer: **SAM - Susan Allen Morgan, MFA**



Published author and public speaker Susan Allen Morgan, MFA, better known as SAM, is a true Website Design professional as the creator of transNET Media® LLC, a company that specializes in Website design. Susan holds a Masters of Fine Arts in Advertising Design from Syracuse University and a B.A in Art from New York State University at Buffalo. She has worked in the corporate world including Honeywell, Goodyear Aerospace and McDonnell Douglas Helicopter Company.

SAM has previously taught Computer-Photo Imaging and the Art of Web Site Design at Glendale Community College.

SAM's uses Macromedia's Director to create interactive training programs along with using Flash animation, PHP programs for database, along with Perl and now ASP. To know more about SAM and her business visit [transnetmedia.com](http://transnetmedia.com). She has been designing on the computer since 1988.

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If you are thinking about a shopping cart, start by purchasing things on the Internet. It will give you a good idea how the shopping carts work. Look for carts that sell things similar to the product or service you want to sell. When looking for an ISP (Internet Service Provider) to handle shopping carts, you will find there are ISPs that can let you set up custom shopping carts and there are ISPs that support generic or packaged shopping carts that are made to serve the small business with only a few items with few shipping choices. It is important if you need to customize your site. Or if there are special features you want to ask for that will make your shopping cart more user friendly and efficient for your business.

If you are selling one item with one price, you don't really need a shopping cart, but you do need a way to accept credit cards. Paypal can help you get set up with this. It is recommended when selling more than one item that you have a merchant account. The merchant account allows you to take charges on the Internet. The actual transaction with the credit card number goes to authorize.net's secure server. If your business already has a merchant account from your store front, you may only need it linked with the Internet. If you have a business bank account but not a merchant account, first talk to your bank before you shop around for a merchant account. I paid \$149 for a set up, and I pay \$20 a month plus regular percentage fees.

Be aware of shipping concerns. There are various ways to charge for shipping. If you have a generic shopping cart, it may mean the same charge for every item and no matter how many items the shipping is the same. For instance, if you have a \$10 item and you charge \$4 for shipping, every time a user orders more than one item, they will be charged \$4. If they order 10 of these items, it will cost them \$40 for shipping when the actual shipping cost may only be \$15. So your user is bearing the burden of the cost, and you may lose a customer because of the high shipping charges.

You could set up your shipping fees so that every item after the first has an additional \$2 charge. Now, you are beginning to customize your shopping cart. So, if you are talking custom, you might consider a calculator for the shipping needs. For instance, if you know you will be using FedEx for your shipping, your programmer can set up a calculator from the FedEx web site. You, as the merchant, will have to key in the weight and size of the package. This will be the most accurate way to charge for shipping. If you have some items in your catalog that don't need shipping, such as information you are sending them, certain areas for logging in or documents to be downloaded, then this also can make your shopping cart a custom cart.

Many ISPs offer generic shopping carts with their server, and if you know you are going to want one sooner or later, then it is a good idea to check out the shopping cart they offer. You will need a programmer to help set up a custom cart. Your designer either can do it or have someone do it. When thinking about customizing it, you need to think in terms of other things besides the way a user will use it. You need to think about how to edit it and access the orders. You need to decide if you will have the orders sent through authorize.net, Paypal, or another Internet bank, or if you plan to process the orders yourself. Some companies, who have a real storefront or already take mail order for their products, prefer to take the orders themselves. In this case, you need a secure server. Your ISP has to offer a secure area for you with https before the name and you must apply for the SSL certificate. This is a certificate offered by GeoTrust saying yes, this is an encrypted area. It is a secure place for your credit card number. The way you take orders must be programmed into a database that you would access. It could be set up for you to edit certain things like prices and names, and to add or delete items. This is only in the database itself. It must also be edited on the visible site as well.

Not all ISPs offer database access. For this type of work, you need your server to be set up for it. There are also different database programs. The going database access is SQL (Structured Query Language). The best programming for it is PHP4. This is what I prefer. Other ways to sell your items are in Internet malls. These are not recommended by the author because you are losing control. When you sell items off your own site, off your own name, then you are establishing your own domain name. This is just as important as establishing your business name. If you have any questions visit my website and contact me; [transnetmedia.com](http://transnetmedia.com).

# 2003 Empowerment Guide

**Welcome to The Ebony Cactus 2003 Empowerment Guide** and Business 2 Business/Customer Directory (B2B & B2C). Consider each of the past 13 issues of The Ebony Cactus magazine a chapter in a book. Within the 270 odd pages of this first volume, there is knowledge that if used properly, will empower you to be a better business person and to find new and better services for you and your business to use.

**1. Faculty:** The quality of a school is reflected in the quality of its instructors. The Ebony Cactus has been blessed with an outstanding faculty. A cadre of writers who on a continuing basis, seek to provide you with quality information that is clear, concise and directly useful.

**2. Business Profiles:** Successful businesses today have networks. Groups of trusted friends and associates who work together synergistically to advance. Rising from the age of rugged individualism, they realize that two heads are better than one, and diverse groups can better find successful business solutions than individuals. The profiles presented in the pages of volume one of The Ebony Cactus cover 38 different subjects and present the view of nearly 60 individual active business men and women. In these pages you will find:

**Who:** who owns the business or manages the agency  
**What:** What does the business do? What is their philosophy? What are their values? What products and services do they offer? What is their motivation?  
**When:** When did the business open, when can you access their services.  
**Where:** Where is the business  
**How:** How do they do what they do successfully. How do you contact them directly. How can you use their services?

Each profile is a miniature SOQ (Statement of Qualifications) that offers you insights into the worlds of a wide variety of small and large businesses, insights and concepts that you may have not considered before and could be of great value. These profiles are your ultimate network. Data freely offered for you to pick and choose from to help better manage your business.

**3. Editorials:** Publishing a 9,000 word document twice a month can have an effect on the you. You are flooded with opinions and new ways of looking at the world. The 26 editorials present the personal opinions of the publisher and editor of The Ebony Cactus and reflect some of our views on this changing world as we see it.

**4. Seminars:** The seminars present detailed writing on a variety of subjects. Some are one shots, while others are complete multi-session classes.

**A. Beyond the Box** (3 seminars with multiple lecturers): In the beyond the box series, we offer politicians an opportunity to speak directly to the African American business community on subjects they deem important. We provide some basic directions and insights into their audience (you), but the thoughts and ideas are theirs.

**B. Coming Attractions** (8 seminars with multiple lecturers): The Coming Attractions series is designed to provide you a "heads up" on business opportunities before they come over the horizon.

**C. Construction Compliance** by Darrel Keesee (5 seminars): Taking on Federal construction contracts can be a lucrative business if you know all the rules, and there is no shortage of them. The Construction Compliance series is focused on walking the potential contractor through the basics.

**D. Economic Agendas** by George Brooks (2 seminars): Some economic indicators are simply opinion poles. In this light, what are the unfiltered opinions of African American business people interview and/or associated with The Ebony Cactus magazine? These views are presented here.

**E. How to do Business With** (2 seminars with multiple lecturers): How do you get your foot in the door to get contracts with various agencies and/or corporations. Each agency has its own process and protocols. The purpose of this series is to provide you with this needed information.

**F. Managing the Millennium** by Zondra Evans (1 seminar): Do you have employees? Hopefully one day you will. Human Resource departments are no longer passive filters for "human capital." Today they are part of achieving your companies strategic goals and objectives. Aspects of how to HR are discussed.

**G. Success 101** (6 seminars with multiple authors): These are the collected success tips from a diverse cadre of successful individuals.

**H. The Job Search** by Ella Dawson (5 seminars): From time to time, every one of us has been out of a job. Today however, young or experienced, it is not so easy to get back into one. This series provides valuable information on how best to achieve that goal of gainful employment.

**I. Why Las Vegas** by Jeff Peoples (1 seminar): Mr. Peoples presents a detailed analysis of why Las Vegas would be a good venue for staging a predominantly black amusement event, the Universoul Circus. Aspects of this analysis can be applied to a variety of circumstances.

**5. Spotlight On:** The purpose of the spotlight series is to illuminate issues, organizations and individuals that affect African Americans but do not fall within the aforementioned categories.

In 270 pages a lot of information can and is presented. It will take some time for you to go through them all. However, if you do so, your time will be well spent. The following pages are a complete index of the past year from faculty to individual seminars and profiles. Enjoy. **Copies of all past issues can be found at [www.TheEbonyCactus.com](http://www.TheEbonyCactus.com).**



**Robert J. Blaney** is the Arizona District Director for the Small Business Administration (SBA). A native of western New York, he is a graduate of the State University College of New York at Buffalo.

The U.S. Small Business Administration (SBA) was created in 1953 as an independent agency of the federal government. Its purpose -- to aid, counsel, assist, and protect the interests of small business concerns;

to preserve free competitive enterprise, and to maintain and strengthen the overall economy of our nation. Small business is critical to aiding our economic recovery; to building America's future, and to helping the United States compete in today's global marketplace. Through its extensive network of field offices and partnerships with other public and private organizations, SBA is able to deliver its services to the most remote areas of the United States. The Arizona District Office delivers a variety of SBA's programs and services, such as startup and operational assistance through small business training and counseling, financial assistance for startup's, operational and disaster help, business opportunities, such as government contracting, subcontracting, and procurement.

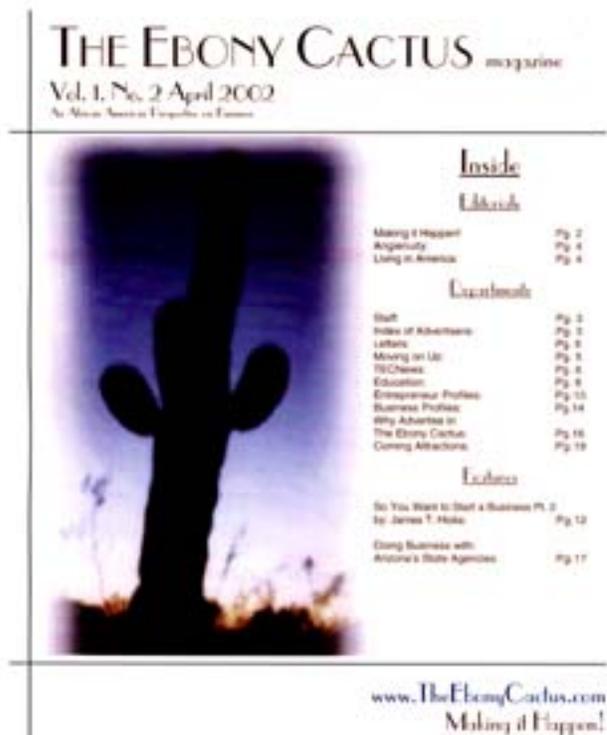
**Angela Miller-Brooks** is the Publisher and CEO of The Ebony Cactus magazine. She is the owner of Life Strategies Consulting, a Human Resource business specializing in high performance team training and consulting. Angela, a former Senior Trainer within a Fortune 50 company, has over 20 certificates in High Performance Employee Training. A published author and contributing columnist, she has over 10 years of experience as a freelance writer. She is an educator and a site special education coordinator within a Phoenix inner city school. She is a member and former public relation chair for the National Council of Negro Women-Phoenix.



**Dr. George B. Brooks, Jr.** is the editor of The Ebony Cactus magazine. An environmental/agricultural scientist by training and profession, he holds a Ph.D. in wildlife and fisheries resources from the University of Arizona where he serves as adjunct faculty. He is the environmental coordinator for the Pima-Maricopa Irrigation Project and the Department of Land Use Planning on the Gila River Indian Community. He is also Vice President of RightTrac an Aquaculture Research and Development company and is the current president of the Arizona Council of Black Engineers and Scientists.



Volume 1 # 1 March 2002



Volume 1 # 2 April 2002



**Ella Dawson** is the Business Department Chair and instructor at Everest College, (formerly Rhodes College), in Phoenix, Arizona. She is the senior staff member, with fourteen years, at the college and is currently responsible for three program areas of Accounting, Business Administration, and Office Management and Technology. Each program offers an Associate of Applied Science Degree. She has also worked in the position of Area Director with the Arizona Cactus-Pine Girl Scout

Council, in Phoenix, and was the first Black female supervisor at Brown & Williamson Tobacco Corporation, in Petersburg, Virginia. Her undergraduate and graduate studies were completed at Virginia State University. For related questions and answers, forward them by e-mail to: [mandedawson@qwest.net](mailto:mandedawson@qwest.net).

**Zondra Evans** is the Founder of Empowering You, a sister company to Empowering Women. Zondra is the President of Empowering Women and the CEO and President of Novado Solutions, Inc., a Northern California consulting and staffing agency.



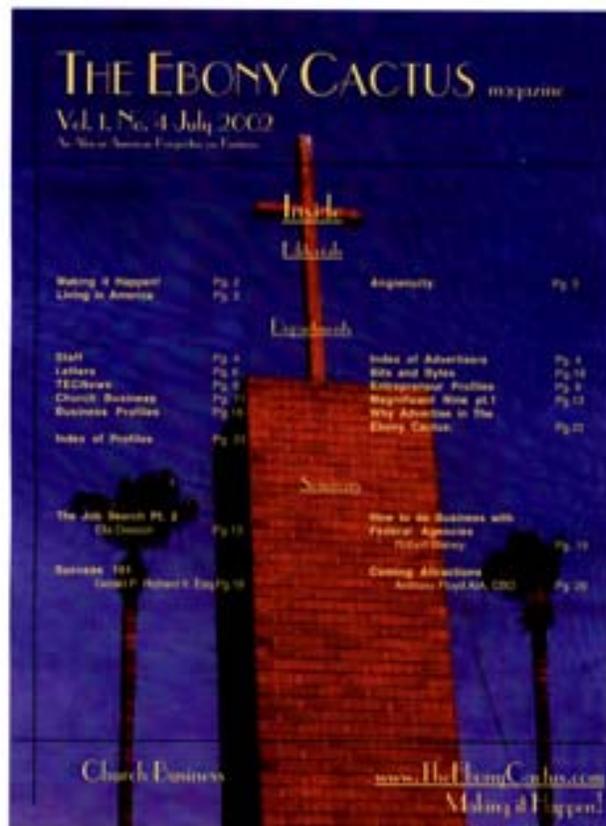
Zondra has over 25 years working in a corporate environment for one of the top Fortune 500 companies in the Silicon Valley. She is a Certified Solutions Provider for One Page Planning and Performance Systems, Virtual CEO, and The Alternative Board, where she coaches CEOs and Business Owners on business strategies to improve performance. [info@empowering-women.org](mailto:info@empowering-women.org)



**Anthony Floyd AIA, CBO** is a registered architect and former building official for the City of Scottsdale. He currently serves as Sustainable Building Manager and is in charge of Scottsdale's Green Building Program. Anthony can be reached at 480-312-4202 or by e-mail at [afloyd@ci.scottsdale.az.us](mailto:afloyd@ci.scottsdale.az.us) / [www.ci.scottsdale.az.us/greenbuilding/](http://www.ci.scottsdale.az.us/greenbuilding/)



Volume 1 # 3 June 2002



Volume 1 # 4 July 2002



**James T. Hicks** is a former President of the Maricopa County Black Chamber of Commerce, and the former First Vice President of the Maricopa County Branch of the NAACP. He is the current Chairman of the Board of National Civil Rights Movement Inc. He is the president of RighTrac Inc., an environmental consulting firm. [JamesTHic@msn.com](mailto:JamesTHic@msn.com)

**Darrel Keesee** provides specialized services in EEO audits, investigations and HR performance. He is a veteran of over fifteen years in high technology and

associated industries. Additionally, he has been an active member in a dozen high schools for business and computer instruction. Darrel has assisted diverse groups of students in finding their career paths in society as well as motivation for at-risk high school students to stay in school and achieve advanced training. He acquired a Bachelor of Science in Business Administration and Management from the University of Phoenix and Master of Education in Human Relations and Counseling from Northern Arizona University. For questions and answers, forward them to: [darrel\\_keesee@hotmail.com](mailto:darrel_keesee@hotmail.com)

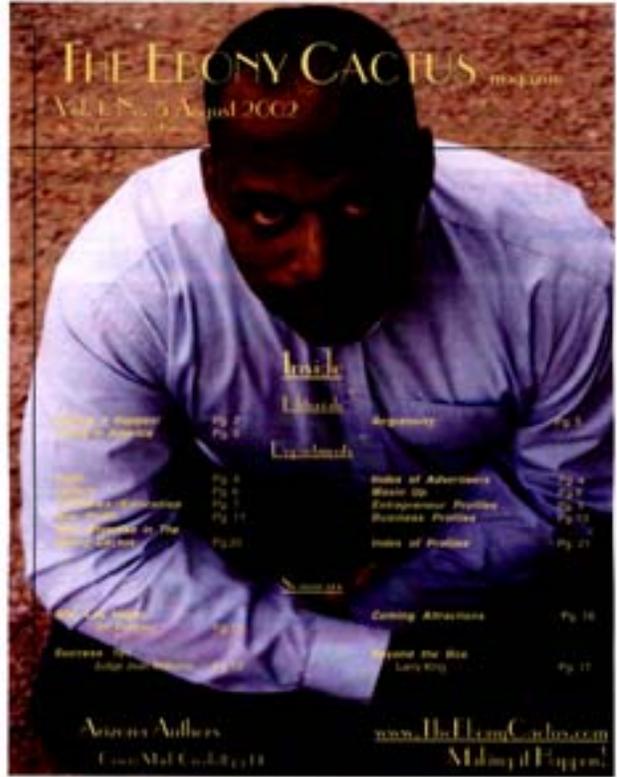


**Gail Knight** Born and raised in Washington, D.C., Gail Knight is the Executive Director of the South Phoenix Village Community Excellence Project. President of the National Council of Negro Women (Phoenix Chapter), she has over 30 years of experience in the public and private sector with a Bachelors and Masters Degree in Organizational Development. She was awarded the "2001 Women of Wonder Award" for

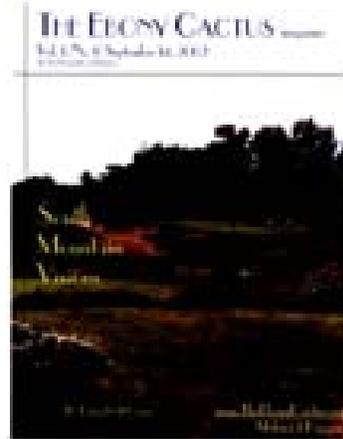
the significant impact that her work has had on community life. Recently, she was profiled in the Arizona Republic for her efforts as a community activist agent of change within the Phoenix metropolitan community.



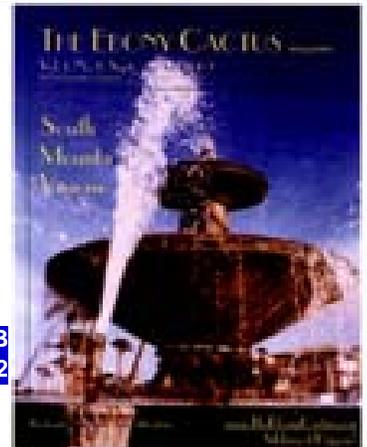
**Jeffrey J. Peoples, Jr.**, serves as Vice-President (Business Development Division) for Radii Communications in Las Vegas, NV where he Oversees the business development and acquisition division. He has studied at both DePauw University and Knoxville College where he majored in Physics, Mathematics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



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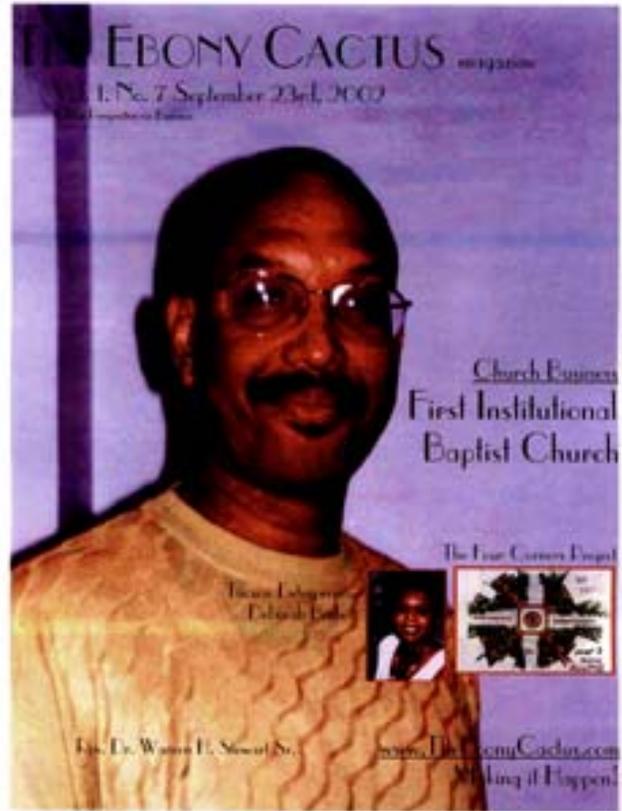
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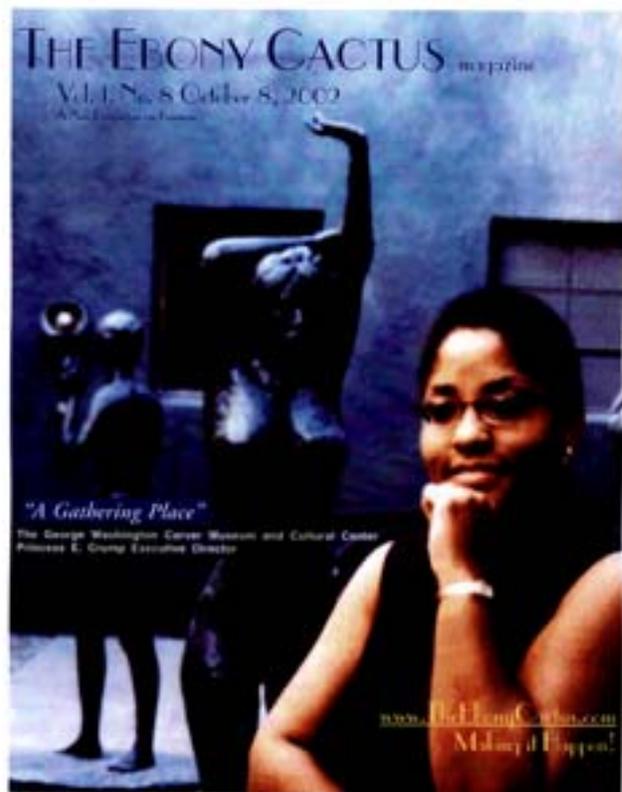
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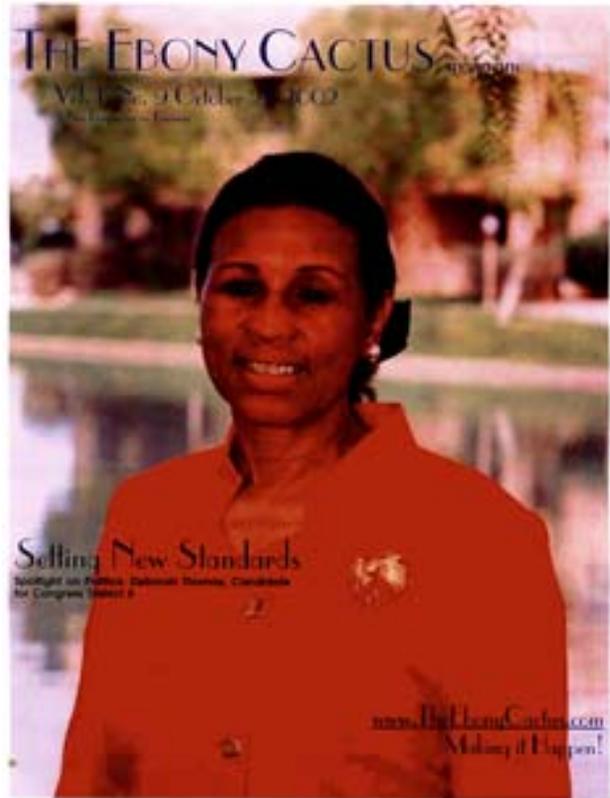
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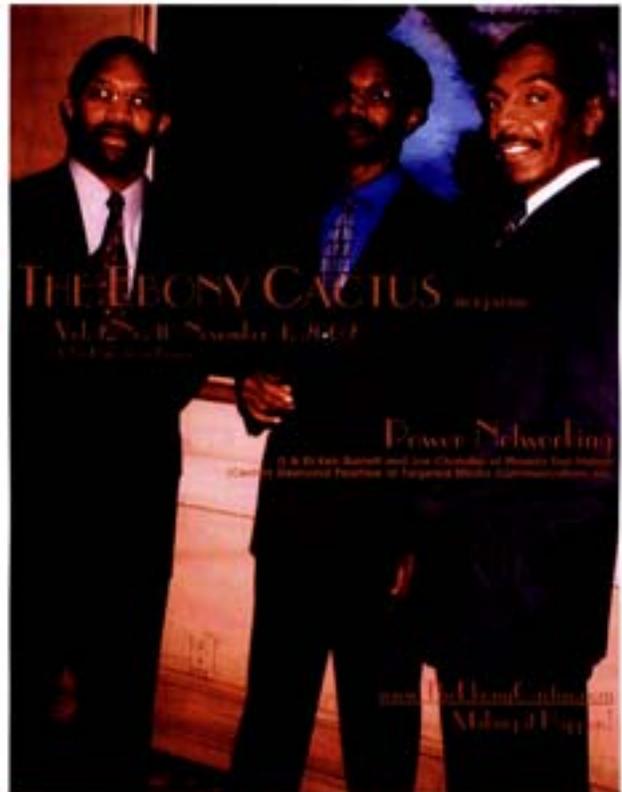
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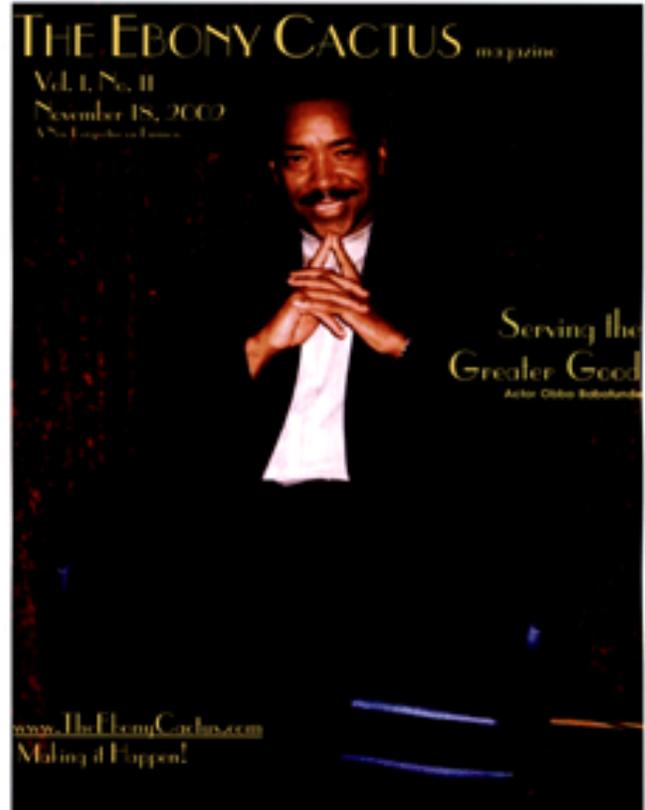
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## Life Works continued from page 7

**Products/ Services:** In regard to services we offer keynotes, workshops, educational sessions and round-table discussions. In relation to products I've authored four books and co-authored two others. Of all the things we offer, the most sought after service is training from a workshop perspective. From a corporate or conference perspective workshops centered around team building, team relations or inter-personal skills development are most sought after. Even though we live in a highly technological society these skills sets are still very much desired and are in high demand. In this tight economy employers are not only concerned that you can do the job; they want to know that you can work with their customers.

**Competitive Edge:** First, I know who I am and I understand what I have the ability to do. Secondly, it's important to me to be aligned with organizations that share some commonality with my goals, direction, etc. Also, change and growth are important and for that reason my presentation and information is constantly being updated. Lastly, I am absolutely confident about what I can bring to the table.

**Most Memorable Business Experience:** Seeing a light bulb go on when I'm talking to someone when they receive and understand the message I am delivering. One person from Sacramento, in particular, sent me a glowing e-mail expressing the change she stated I made in her life. That totally changed my thought process about who I am and what I am trying to accomplish.

## Bunkley continued from page 8

**Mirrored Life** - November 2002 release -- A woman tries to escape a painful past only to find that someone has stolen her identity.

**Relative Interest** - Release date not set - A pending trans-racial adoption shakes up a woman who is riddled with guilt.

**Beyond Words** - a workbook for aspiring writers

**Clientele:** I have signed books all over the world to many people. Memorable signings were to Alex Haley, Dan Rather, Sinbad, Nancy Wilson, Kim Coles, Hattie Wiston . I have been lucky to meet many special people while on the road.

**Competitive Edge:** I just keep writing and don't worry about the politics of the business.

**Reader Impact:** (more in reference to Steppin Out with Attitude and Yellow Rose): My non-fiction book, Stepping Out With Attitude has inspired many women to start their own businesses, move forward on a dream project, or

simply re-asses their attitudes. I am so pleased that my work has helped others. When I self published Emily, it served as an inspiration for other novice writers to do the same.

**Most Memorable Writing Experience:** The day I met and chatted with Alex Haley, who urged me not to give up.

**Breakthrough Activity:** I entered my first writing contest at the University of Houston in the early 1980's with my first book and won an honorable mention. That validated my talent and helped spur me on.

## The Ebony Cactus magazine 2002 accomplishments

March 2002  
First Edition

July 2002  
National Readership

September 2002  
International Readership

December 2002  
Estimated 60,000 copies/month  
distribution

January 2003  
End Volume 1  
Beginning of Volume 2

# Economic Agendas

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

The following are the results of our third monthly measure of what our local economy is doing. Every month, we will ask a sample of at least 10 individuals the following questions:

- 1. Where is the economy now?** Assuming a number of 10 to be the best that the local economy could be doing and 0 to be the worst, in your opinion, what number would best describe the economy at this moment?
- 2. Where is the economy going?** Assuming a +5 to indicate the local economy is getting better over time as fast as possible, a -5 to indicate the economy is getting worse over time as fast as possible, and 0 to indicate the economy is getting neither better or worse, what trend would you assign to the local economy at this moment?

We don't claim this monthly study is performed using established statistical sampling protocols. However, we believe the results presented here will be useful in providing some insight into the opinions of some African Americans on where our nation is going. The following are this months results:

Name:	Response 1	Response 2
Byron Garrett	7	+3
Anita Bunkley	6	0
Quinten Reece	6	0
George Greathouse	4	-2
Dr. Adebisi Banjoko	5	1
Dorothy Smith	7	0
Mozelle Lawrence	6	-4
Lula Brooks	5	-3
James Hicks	4	0
Renee Jones	5	1

## Results:

**Where is the economy now?** ( $5.50 \pm 1.08$ ) Within a margin of error of 1.08 points, our respondents believe the economy is hovering just barely above the mid point of 5.

**Where is the economy going?** ( $-0.40 \pm 2.07$ ) Within a margin of error of 2.07 points, our respondents believe the economy is slightly declining.

The "where is the economy now" measure is improved from last month ( $4.70 \pm 1.16$ ). However, the slight negative trend number reverses the slight positive trend expressed previously ( $0.07 \pm 2.06$ ) though the change is well within the standard deviation. There is a general perception from most respondents that they are ok, but the economy today has left many they know behind. The primary reason for what could be described as a lack of confidence in where the economy is going, is the administrations handling of the economy and the looming war with Iraq. Once again, we do not claim our poll is scientific. Nevertheless it is an interesting snap shot.

## 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!

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# We Reach

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civic leaders  
decision makers  
managers  
purchasers

Across Arizona  
Across the World

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