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Greetings

Welcome to The Ebony Cactus magazine
for January 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
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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.

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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

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clicking on a hyper (web) link will send you by way of your default browser
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The purpose of the Jump Buttons is to
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jump you back to the index. Also, the index lines will jump you directly to the
article etc.

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

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this issue of
The Ebony Cactus magazine.
[Click here to jump to cover page.](#)

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THE EBONY CACTUS magazine

Vol 3. No. 2

January 21, 2004

A New Perspective on
Business in the Southwest

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- African American
Environmentalist Association

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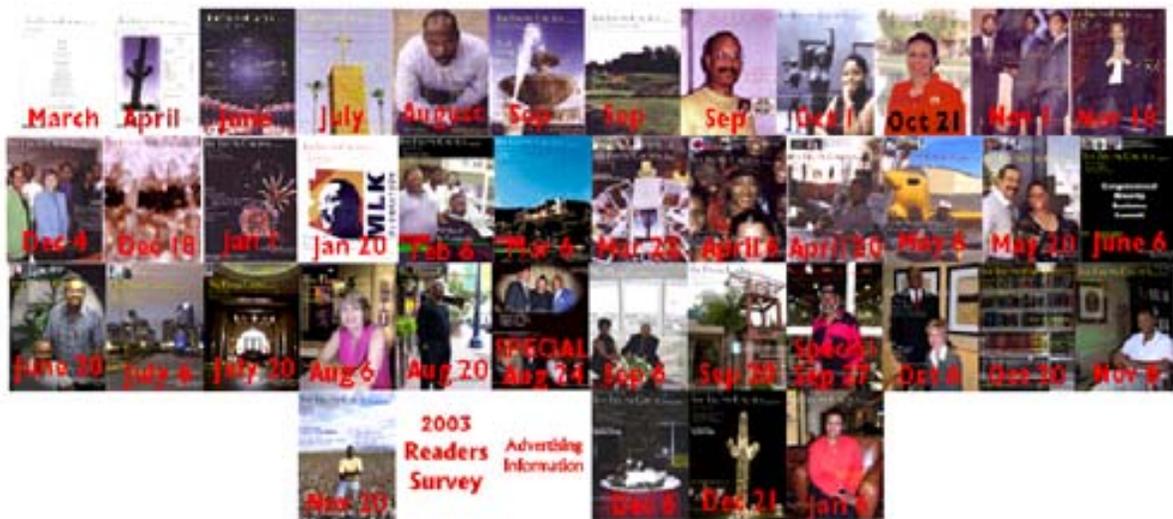
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The Ebony Cactus magazine

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African American Environmentalist Association. The place of minorities in the environment of the United States has not always been a favored one. While being effected by local environmental conditions along with the rest of the population, minority groups have often been forced to live with poor sanitation or heightened levels of exposure to toxins and other industrial pollutants. In response, minority groups have arisen to look out for the welfare of their constituents and to have a voice in national policy formation as well. One such group is the African American Environmentalists Association headed by Norris McDonald. Pg. 11.



Environmental Assurance Services. For many companies keeping up with the expansion of environmental rules and regulations has proven to be an expensive and daunting task. However, in the beauty of the American system, necessity breeds innovation and thus small firms focusing on meeting the environmental compliance needs of others have come into being. In this segment, we look at one of these companies though the eyes of its founder, Scott Mosley. Pg. 14

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The Ebony Cactus magazine is published semi monthly through the Internet by Ebony Cactus magazine Inc. There is no subscription cost.
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CONTRIBUTING WRITER



Veronica Njeri-Imani, a Ph.D. candidate at Arizona State University has recently joined Ebony Cactus Magazine as a Contributing Writer. Ms. Njeri Imani is a graduate of Douglas Anderson School of the Arts - Florida. She currently holds a MA in English. Njeri - Imani is an accomplished writer, teaches literature, is a performance artist and is very active both locally and nationally in cultural issues. Veronica will cover various local assignments specific to Arizona African American arts, education and culture. Veronica Njeri-Imani may be reached at: veronica371@yahoo.com

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Angienuity

My Brother's Keeper

by Angela Miller-Brooks

What you don't know might hurt you - Unknown

The term environment is defined by such words as vicinity, locale and surroundings. When you awaken from a night of undisturbed, deep slumber, do you consider the air you breathe, the vegetables you eat? How about, the flowers you admire in a retreat court yard during an insipid staff meeting. Better yet, do you consider the animals that inhabit your outside surroundings or the water you drink without regard of their origins? Have you ever paused to examine just who takes care of our necessities, our surroundings, our environment? There is no disputing it. Our best interest is being intentionally and not exactly effortlessly looked after. Somewhere, somehow we are being taken care of yet many of us take this care for granted. Why? Because for the most part many of us could care less what goes on in some cramped laboratory nearly entombed with flasks, located in the heart of a bustling metropolis; or out in the yonder of an arid land mass, so long as we are sustained because the water runs, the air is breathable, and the food is eatable.

As far as many minorities and non-minorities are concerned, the one person with whom most relate to as an environmental genius was the great George Washington Carver. It's no fallacy that this most distinguished one among many brought forth many changes from which we still benefit in this twenty-first century. Was he alone? Has his work, his dreams, his tenacity for improved lifestyle and health gone unmatched and in vain? I dare not think so. Though the numbers are comparatively low (There are less than fifty noted African American individuals in the area of environmental science - Source: The National Academy of Science) based on all of the advancements of the last century, African Americans who study and work within various fields of environmental science have contributed greatly to humankind allowing us all to enjoy life and live longer.

Within this issue, we once again aspire to take a higher road in presenting useful, but hidden information (the original goal of Ebony Cactus). We've highlighted two unique African American environmental entities- The African American Environmental Association and Environmental Assurance Services. Both organizations look out for our best interest and most precious commodity- our health. They're both widely respected locally and nationally. As always, I hope you enjoy and find this issue useful and I look forward to hearing from you. To you be the victory and glory in business and life!

TEC

Living in America

Leadership

by George B. Brooks, Jr. Ph.D

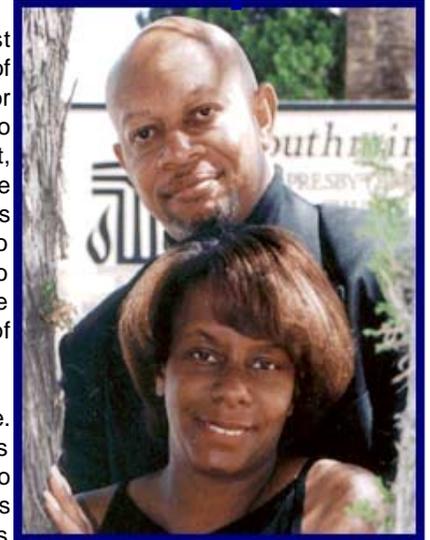
What can not be explained can be demonstrated - Lao Tzu

To continue my theme from last edition, In my humble opinion, one of the most important core capacities for any minority business is the ability to lead. Leadership is not management, though many mistake one for the other. By my definition, leadership is that quality that allows one person to inspire another to action. No more, no less. However, implied in this simple statement are layers and layers of complexity and nuance.

We all know a leader when we see one. She is that fearless little girl that steps out in front. He is that idealist who dreams of what could be and asks "why not." It is the soldier, who knows that right strategy on the field of honor and with bold moves, wins the battle. It is that minister that can paint pictures in the air with his voice and inspire you to greatness with his words. The leader is that person who can envision the future and make you want to go there with him or her.

Perhaps leadership is the challenge facing all minority owned businesses. They have gone far in the past 40 years. Today, they may be trusted and accepted as co-workers. However, after hundreds of years of indoctrination, it is still difficult for many to take that one last step, that is to accept a minority or minority run/owned business as the lead. To do so, means placing their life or livelihood in the hands of someone that the society teaches is an inferior. A recent blatant example of this was in football. For many years, the runningbacks and receivers who could run the touch down, were revered, but trust the leadership of the team to a Black quarterback, no way! Black/minorities have always made good servants. They will be where they are told to be to catch that ball. But giving directions is a wholly different thing. I also remember the amazement in many and consternation in some, when men like Warren Moon proved the critics wrong!

The great Chinese sage Lao Tzu said, "The true nature of things can not be described in words, so why try? However, what can not be explained, can be demonstrated." Proving the critics wrong is now the challenge of the minority business. To truly prosper, they must demonstrate not only that they can be good lieutenants, but war winning generals as well. Enough for now, on with the show.**TEC**



Editorials

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TECNews

THE RHODES OF SUCCESS

by: Veronica Njeri- Imani

The Virginia Piper Center for Creative Writing at Arizona State University, made possible by a \$10 million gift from The Virginia G. Piper Charitable Trust, is transforming lives with the word - literally. Jewell Parker Rhodes, Ph.D., is the Chair of the new program that is attracting writers from all over the world to the (Phoenix) East Valley. Rhodes explains that the Piper Center "is meant to touch people's lives by teaching the community about writers." The author of the novels 'Voodoo Dreams,' 'Magic City,' and the more recent historical work, 'Douglass' Women,' Rhodes is married and the mother of two teenagers.

She has embraced Arizona and mentored several writers including Tayari Jones, author of 'Leaving Atlanta.' Citing Arizona State University's increased diversity and visibility as a mecca for the fine arts, Rhodes credits the leadership of former ASU President Lattie Coor and current President Michael M. Crow, with the vision that enables the Piper Center to "become the driving force for a dynamic and entrepreneurial creative environment that will enrich Arizona and the entire Southwest. Jaime Dempsey, a native of West Phoenix and an ASU alum with experience in fine arts administration, serves as Program Coordinator for the Center.

Virginia G. Piper Center for Creative Writing
Jewell Parker Rhodes, Artistic Director
Jaime Dempsey, Program Coordinator
P O Box 875002, Tempe, AZ 85287-5002
phone: (480) 965-6018
web address: www.asu.edu/pipercwcenter

**THE NATIONAL ASSOCIATION OF
BLACK FEMALE EXECUTIVES IN
MUSIC AND ENTERTAINMENT, INC.
(NABFEME) AND THE T. HOWARD
FOUNDATION TEAM UP TO PROMOTE
DIVERSITY IN THE TELECOM-
MUNICATIONS INDUSTRY**

New York, NY - The National Association of Black Female Executives in Music and

Entertainment (NABFEME), the ultimate network of female powerhouses, announces a partnership with the T. Howard Foundation Summer Internship Program that will revolutionize the telecommunications industry by putting young bright minds to work. This strategic alliance will give NABFEME student members an opportunity to gain extensive exposure and experience in the satellite and telecommunications industry.

"Our ultimate goal is to provide the entertainment industry with highly talented and qualified candidates for future employment," says Johnnie Walker, president and founder of NABFEME. "We believe networking is crucial to industry success and NABFEME is committed to providing interns with the strongest ground work possible. Through our association with the T. Howard Foundation Internship Program, our members will make valuable contacts that will allow them to jump start their career."

Founded in 1999 by record industry trailblazer Johnnie Walker, NABFEME supports and empowers black female professionals, managers, and technicians in the music and entertainment industries. More than 1,500 women worldwide have joined this stellar nonprofit organization, whose purpose is to assist with the economic and career development of the female executive of color. For more information about the T. Howard Foundation, visit www.t-howard.com. For more information about NABFEME, visit the website at www.womenet.org. For media inquiries, contact Kristian Buchanan at (504) 473-6198 or via e-mail at nabfemepublicity@yahoo.com. Courtesy- BlackNews.com/BlackPR.com

News continued on page 20

Errata: In the January 6th edition of The Ebony Cactus magazine (Vol. 3 No. 1. Pg. 17) Alberto Chamberlain is listed as Richard Chamberlain. Our apologies.

BizNet Calendar

Arizona

January 27

Greater Phoenix Black Chamber of Commerce Evening Mixer and Networking Forum. This month's evening mixer will be hosted by Club Central from 5:30pm to 7:30pm. The guest for the evening will be David Adame VP-AZ Operations-McCormack Baron, Salazar. He will discuss upcoming contract opportunities. Club Central is located at 3121 North 3rd Avenue in Phoenix. Contact 602-437-3634 for more information. The Greater Phoenix Black Chamber of Commerce is located at 125 E. Washington Suite 150, Phoenix, Arizona 85004. To contact the Chamber call: 602-307-5200 Fax: 602-307-5204 or visit [w www.PhoenixBlackChamber.com](http://www.PhoenixBlackChamber.com). Email: info@phoenixblackchamber.com

January 28

The Steakhouse on Central After 5 Business Exchange. This event will be held on the lower level of the Historic San Carlos Hotel from 5pm to 7pm in Downtown Phoenix. The Hotel is located at 202 N. Central Ave. A fee may be associated. Please call 602-495-2195 or visit http://www.phoenixchamber.com/out_Events.cfm for more information.

January 30

Mastering the Purchasing Maze IV. Sponsored By ASU West, West Valley & Luke Air Force Base 7:30am – 1:00pm. ASU West, La Sala Building 4701 W. Thunderbird Rd, Phoenix, AZ. The activity is focused on minority and women-owned businesses. Over 90 governmental agency booths with buyers ready to talk. Make initial contact with buyers representing: Military bases, Federal agencies, universities, school districts, cities, counties, State government, private sector. Panel workshops present information on "How to do business" with their type of agency. Tactics on "Successful sales techniques" Information and registration available at www.glendaleaz.com/PurchasingFair. Call 623-362-6737 for fax registration.

February 12 & 13

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

February 13

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

February 19

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

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

Continued on the next page

Continued from the previous page

February 20, 2004,
100 Black Men of Phoenix, Inc. Fourth African American Achievement Awards. Location- Phoenix, Az. Time: 6:30pm at the Marriott Hotel, 1101 N. 44th Street, Phoenix, Az. This annual event is presented to recognize individuals and organizations for their exemplary work and leadership in the Phoenix Community. Business attire required. For information contact Leonard G. Knight at 602- 534-9804.

California

February 7
16 Successful Business Tactics Workshop - San Diego. Hosted by SCORE/U.S. Small Business Administration this event will commence at 9:00am and end at 3:30pm at the Point Loma Nazarene University. This workshop is developed from a study of 400 successful small businesses, 16 tactics will reveal why some succeed where others fail. For more information call: 619-557-7272 or visit www.sandag.org.

February 10
San Diego Supplier Development Council (SDSDC) Networking Luncheon. The San Diego Contracting Opportunities Center (SDCOC) will host this event . The Luncheon is set to begin at 11:30AM. Reservations are required. This is an on-going program. For more information call 858-720-4028 or go to website: www.ptac-sandiego.org for future dates.

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

Nevada

February 9- 12
18th Annual Reservation Economic Summit (RES 2004) and American Indian Trade Show. The National Center for American Indian Enterprise Development hosts this event at the Riviera Hotel and Casino. For more information visit www.ncaied.org. or email ncaiedbid@aol.com.

February 19
2004 Nevada Business Hall of Fame Awards Dinner. The Dinner/Gala **honors** Nevada business leaders. The event will be held in the Grand Ballroom of the Mirage Hotel and Casino. For more information visit: www.lvchamber.com or email info@lvchamber.com.

February 26
Southern California Minority Business Development. The event will be held at the Pacific Palms Conference Resort. Contact: Ms. Shawn Smith at 1-213 -689-6940 or Email: ssmith@scmbdc.org for more information.

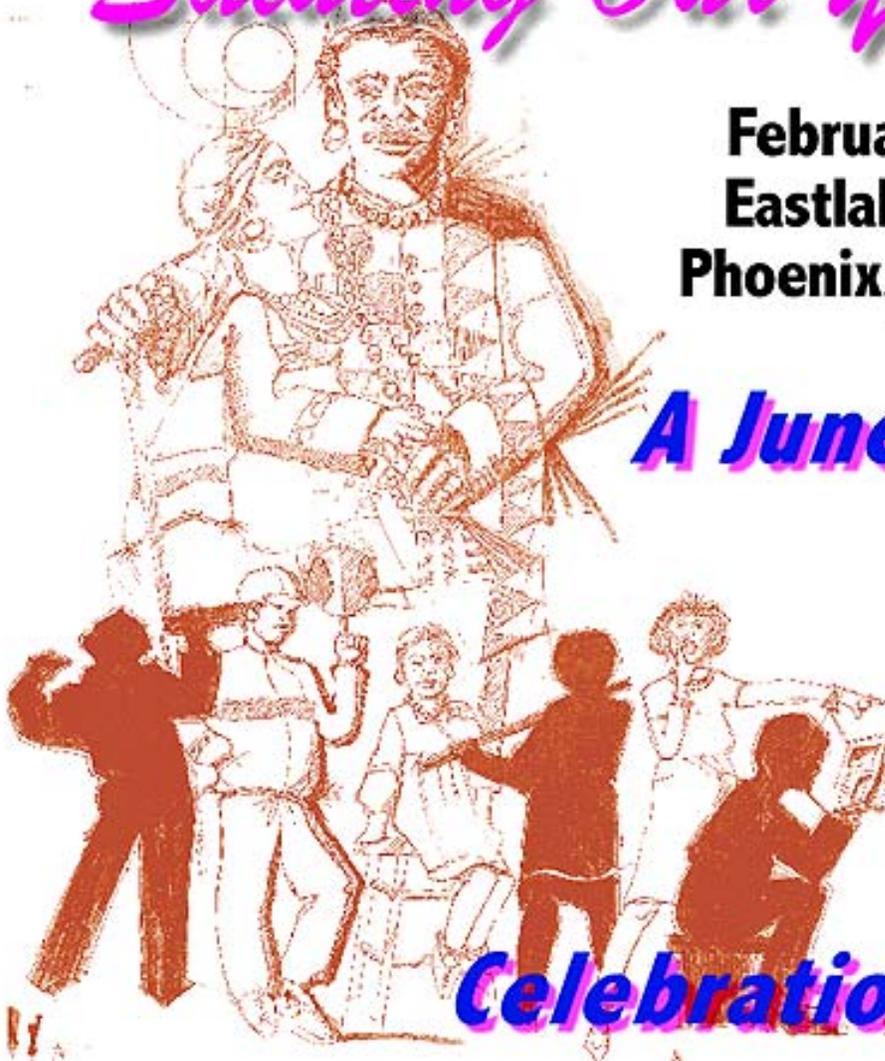
March 6
National Association of Women Business Owners. Dinner/Gala. The event will recognize Women of Distinction in 2004. The dinner/ gala will be held at the MGM Grand Conference Center, 3rd Floor. Visit www.lvchamber.com or email info@lvchamber.com for more information. **TEC**

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"Saluting Our Youth"

**February 5-7
Eastlake Park
Phoenix, Arizona**



A Juneteenth & Black History Month Celebration 2004

**Feb 5
4 to 6:30 p.m.
Youth Rally
Eastlake Park**

**Feb 6
7:30 p.m.
Youth Talent Show
Eastlake Park**

**Feb 7
10 a.m. To 4 p.m.
Parade and Festival
Eastlake Park**

Eastlake Park is located at 16th Street and Jefferson in Phoenix. Parade runs feast on Jefferson from Eighth to 15th Streets.

Enjoy three days of multicultural entertainment, education, music dance, children's games, storytelling, food, art and history! Festival will also include a celebrity basketball game, health fair, art show and more!

**And don't miss the 2004 Juneteenth Gospel Songfest,
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REQUEST FOR QUALIFICATIONS (RFQ)

City of Phoenix Finance Department Community Noise Reduction Program

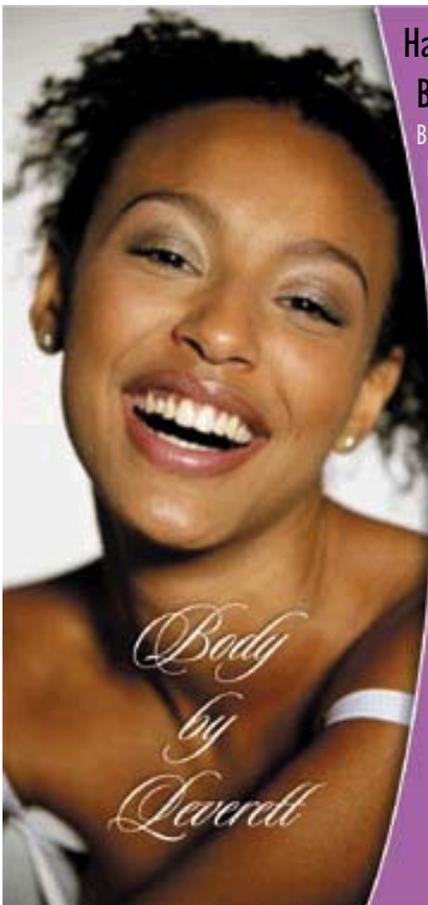
The City of Phoenix Finance Department is issuing three separate Requests for Qualifications (RFQ) for qualified persons or firms to provide the following services for Phoenix Sky Harbor International Airport's Community Noise Reduction Program (CNRP). The program area for CNRP is generally bounded by 44th Street to the east, 7th Street to the west, Washington Street to the north, and University Drive to the south. The three separate RFQs are:

- 1 Relocation Services (RFQ number 04-010).** the qualified firm or individual selected will be expected to assist the City in fulfilling its obligations to displaced homeowners and tenants under the Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970, as amended.
- 2 Acquisition Services (RFQ number 04-011).** The qualified firm or individual selected will be expected to assist the City in fulfilling its obligations to property owners in conformance with the Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970, as amended.
- 3 Appraisal Services (RFQ number 04-012).** The qualified firm(s) or individual(s) selected will be expected to perform the services in conformance with the Uniform Standards of Professional Appraisal Practice (USPAP) and the Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970, as amended.

RFQ documents will be available after January 15, 2005 at the Purchasing Division, City of Phoenix, 251 W. Washington, 8th floor, Phoenix, AZ 85003, or by calling (602) 262-7181. Information is also available at www.phxskyharbor.com.

Sealed submittals for each of the three RFQs listed above will be accepted until **10:30 a.m. M.S.T. On March 9, 2004** at the Purchasing Division, City of Phoenix, 251 W. Washington Street, 8th Floor, Phoenix, AZ 85003. No submittals will be accepted after the time specified.

*Potential respondents are strongly encouraged to attend the pre-submittal meetings on **February 4, 2004**. Please review the REQ documents for specific times, locations, instructions and requirements for attending the pre-submittal meetings.*



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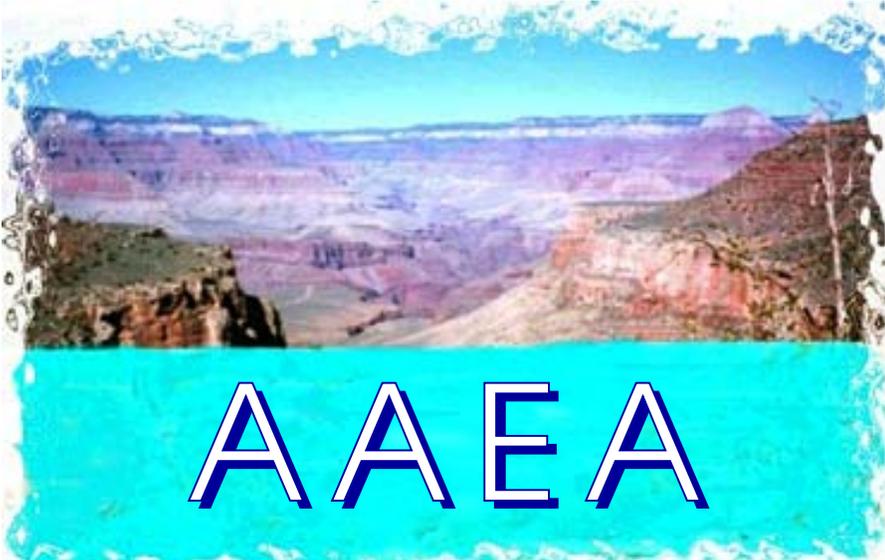
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Protecting the Environment

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

According to Dictionary.com, the environment is "The combination of external physical conditions that affect and influence the growth, development, and survival of organisms." The place of minorities in the environment of the United States has not always been a favored one. While being effected by local environmental conditions along with the rest of the population, minority groups have often been forced to live with poor sanitation or heightened levels of exposure to toxins and other industrial pollutants. In response, minority groups have arisen to look out for the welfare of their constituents and to have a voice in national policy formation as well. One such group is the African American Environmentalists Association (AAEA) headed by Norris McDonald.

TEC: Mr McDonald, why was the AAEA started and when?

The AAEA was founded in 1985 in Washington, DC to include an African American point of view in environmental policy decision-making and resolves environmental racism and injustice issues through the application of practical environmental solutions. AAEA's main goals are to deliver environmental information and services directly into the Black community. We work to clean up neighborhoods by implementing toxics education, energy, water and clean air program.

TEC: Who are the officers?

Norris McDonald, Chairman
Eric Watford, M.D., Secretary/Treasurer
Derry Bigby, MBA
Pat Dix, Esquire
Clarence Williams
Charles Stephenson, Ex Officio, founding board member, Chairman 1985-1995

Continued on the next page

African American
Environmentalists
Association

[www.
aaenvironment.com/](http://www.aaenvironment.com/)

groups.msn.com/AAEA

AfricanAmericanEnvironmentalists@msn.com

(301) 265-8185



Norris McDonald
Chairman

"The AAEA addresses issues by educating the community through participation in events related to the environment, including testimony before Congress, Federal, state and local agencies, churches, civic and community groups and the AAEA website."

Environmental

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Continued from the previous page



Norris McDonald and President George W. Bush. Photos courtesy of the AAEA.

TEC: What are the goals?

1. Protect the environment.
2. Promote the efficient use of natural resources.
3. Enhance human, animal and plant ecologies.
4. Increase African American participation in the environmental movement.
5. Deliver information and services directly into the Black community.
6. Clean up neighborhoods by implementing toxics education, energy, water and clean air programs.
7. Include an African American point of view in environmental policy decision-making.
8. Resolve environmental racism and injustice issues through the application of practical environmental solutions.

TEC: Tell us about the chapters.

The AAEA first formed chapters in 1989 in Baltimore, Atlanta, New York City, Chicago, and Los Angeles. The chapters ended in the early 90's and AAEA decided to reestablish chapters starting in 2002.

St. Louis, Missouri: Founded in 2002 to work on local metropolitan issues. Kathleen Logan, Director. Helped close a medical waste incinerator in 2002.

Texas: Lone Star Chapter was founded in 2002 to work on state-wide issues. Darshoel Willis, Director.

Georgia: Founded in 2003 in St. Simon's Island just off the coast of Georgia to work on state-wide environmental issues. Georgeanne Mallet, Director.

South Carolina: Founded in 2003. Director, Sulaiman Mahdi.

South Bronx: Founded in 2003 to protect the environment in New York City and State. Volunteer, Nadine Mozon.

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WEB Site Development
News Release Development
Editing
Event Planning
Trade Shows

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Complying with the Times

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

As part of the effort to make our lives safer, there has been an explosion in environmental compliance rules and regulations. With so many potential hazards in the work place and with construction materials, the need for strict compliance with the guidelines is paramount. Even once a building is complete, there is still more to be done. For example water leaks can result in the proliferation of deadly molds or bacteria such as Legionnaires' Disease. Similarly the desire to eliminate toxic fumes from building materials has lead to the "Green Building" movement.

For many companies keeping up with the expansion of environmental rules and regulations has proven to be an expensive and daunting tasks. However, in the beauty of the American system, necessity breeds innovation and thus small firms focusing on meeting the environmental compliance needs of others have come into being. In this segment, we look at one of these companies though the eyes of its founder, Scott Mosley.

Environmental Assurance Services

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Ida Stanford-Mosley
CEO

Diane Kundrat
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Continued on the next page

Continued from the previous page



A typical inspection for mold and other airborne contaminants. Photo courtesy of EAS.

TEC: What is the nature of your business?

We offer services in the following areas: Asbestos, Lead Based Paint, Mold, Waste Management, Indoor Air Quality Services, Construction Safety, Site Assessment and Characterization (Phase I to II), Health & Safety Audits and Assessments, Training, Occupational Health and Safety (OSHA & Industrial Hygiene), Ergonomics, and UST Management. We also offer indoor air quality testing, mold investigations, employe chemical exposure and must more. We will even do chemical disposal.

TEC: How old is the company and why this business?

The company is almost 4 years old. I personally have been in the environmental field for almost 14 years. I feel that if we do not protect the environment, we will not be here long. We must protect the future for the children.

TEC: Who are your clientele?

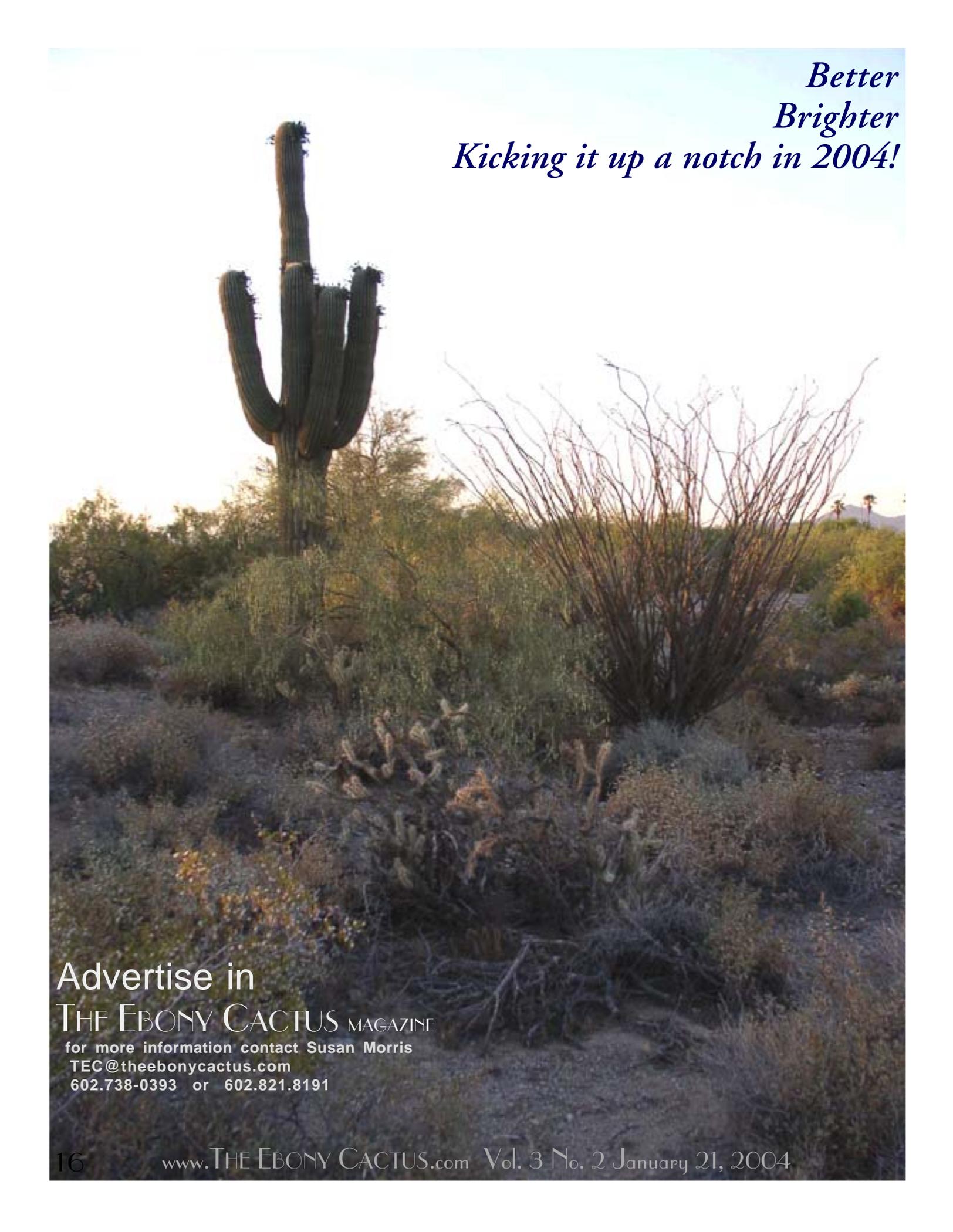
Most of our clients are large institutions like Maricopa Community Colleges and a number of home owners from Paradise Valley to Tucson. We work with small businesses and contractors. For example demolition jobs require surveys for hazardous materials. We will also perform the job-site monitoring to make sure the environmental work is being done properly.

TEC: How is business?

Great. Every year the business grows about 33 percent.

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Brighter
Kicking it up a notch in 2004!*

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THE EBONY CACTUS MAGAZINE

for more information contact Susan Morris
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602.738-0393 or 602.821.8191

shades Magazine - Celebrating All Women of Color

"Experience the difference. Experience shades."
by Michelle Fitzhugh- Craig, Publisher
www.shadesmagazine.com

Touching the lives of others...

Everyone has a story to tell, but seldom get a chance to tell his or hers.

Stories of triumph and hope. Tales of laughter and joy. Accounts of faith and endurance.

Some are waiting to unleash the next New York Times best selling novel. Others are forever working on their memoirs, hoping to one day be published authors. For most, however, the desire to touch the lives of others is what fuels the literary passion.

Since the day I finished Christmas on the Island of Uh-Oh during my sophomore year in high school, I too have experienced the need to not only put pen to paper, but to make sure others would read it. First via two college newspapers, the second on the pages of a major metropolitan daily. At all, I was afforded the opportunity to write more stories than I can count. Unfortunately, I didn't always get to write stories I felt would touch the lives of others.

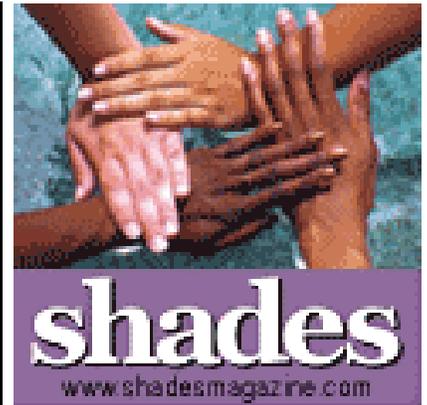
One of the reasons I created shades was to provide a forum for real stories. Not a regurgitation of what is in other mainstream publications. Not a personal platform to voice my opinion on life. Not a guide that tells women how to dress, eat and "look good for your man." Instead, shades is a place to tell the stories that get lost in the shuffle or are never found because they are "too diverse," "too sad" or "too real."

We want your stories of triumph and hope. We want your tales of laughter and joy. We solicit your accounts of faith and endurance.

shades Magazine isn't only for women of color. It is a publication that celebrates, promotes and brings the general awareness of All Women of Color to those who might not otherwise read about them. To those who yearn to open their hearts and minds to embrace the differences that make All Women of Color unique.

Be sure to check out the current issue of shades online at shadesmagazine.com.

www.shadesmagazine.com



shades

shades Magazine isn't only for women of color. It is a publication that celebrates, promotes and brings the general awareness of All Women of Color to those who might not otherwise read about them.

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announcing.....

Fourth African American Achievement Awards

Friday, February 20, 2004

6:30 pm

Marriott Hotel

1101 N. 44th Street

Phoenix, Az

Cost:

\$25 - Adults

\$10 – Students and youth to age 17

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

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

Future Editions of the Ebony Cactus

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BLH CONSULTING, INC. ADDS HISPANIC MARKETING SPECIALIST TO TALENT ROSTER

ATLANTA, GA - BLH Consulting, Inc., the Atlanta-based, independent public relations firm founded nearly two years ago by Betsy L. Helgager, former VP/Group Manager of Ketchum's African American Markets Group, announced today it is officially adding a Hispanic specialty to its African-American and general market capabilities with the addition of Alejandra Cádiz-Gómez, also formerly of Ketchum.

With more than eight years of experience with U.S. Hispanic and Latin American markets, Chilean-born Cádiz-Gómez joins the agency to lead the Hispanic marketing arm. She will spearhead all efforts dedicated to creating meaningful communications programs toward U.S. Hispanic and Latin American consumers. In addition to implementing media relations and holistic communications strategies, she will also provide translation services for websites, brochures, advertising and other marketing materials.

"Since its inception, BLH has consulted mainly on African-American and some general market communications-related programs and projects," said Betsy Helgager, president and CEO, BLH Consulting, Inc. "Having seen how closely the African-American and Hispanic marketing arms and communications teams are aligned within companies, it only made sense for us to add Hispanic and Latin American capabilities. With the additional expertise of Alejandra, we'll be able to offer new and existing clients a comprehensive package of cultural marketing solutions. We're very excited about having her on board."

Combined, African-Americans and Hispanics make up 78 million of the total U.S. population (292 million) and have a combined buying power of \$1.14 trillion. "Based on statistics put out by the U.S. Census Bureau, most brand marketers and senior executives know the importance of targeting Hispanic consumers within the U.S. but they do not always know how to do it in a relevant way," said Cádiz-Gómez. "It's more than simply translating English programs to Spanish. It's about connecting with consumers and communities that have not traditionally been marketed to in order to gain trust and brand loyalty. We have the insight that can help build bridges between brands and communities."

Alejandra joins a team of other talented marketing communications professionals at BLH, including Jemia P. Kinsey, Nathaniel B. Dyer, Nosizwe Chimurenga and Karen R. Grant. (www.blhconsulting.net). **TEC**

African American Environmentalists continued from page 12

TEC: How large is the national membership.

10,000 persons.

TEC: Will there be a national conference?

The AAEA does not sponsor a national conference. Those resources are used in programs and general support.

TEC: Are there any small businesses that are members and if so in what capacity?

The Greater Washington Board of Trade is a member. There are also numerous business members in the state of Maryland. AAEA is open to more small businesses joining the association.

TEC: Who should join and why?

The AAEA welcomes all races interested in working for improvements in the African American community. People should join if they are interested in learning about energy and the environment.

TEC: What are the primary environmental issues facing minorities in the United States?

Murder. Assaults. Black-on-Black crimes and abuse, air, land, toxics and water pollution and energy usage.

TEC: How is your organization addressing these issues?

The AAEA addresses issues by educating the community through participation in events related to the environment, including testimony before Congress, Federal, state and local agencies, churches, civic and community groups and the AAEA website. We also publicize the organization and the issues through TV, radio, and newspapers.

TEC: When do you plan to start your West Coast office?

The AAEA will open an office in Los Angeles, California in 2004. We want to recruit celebrities to our cause. We also want to address state environmental issues. We intend to address import and port issues.

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TEC: What does the future hold for the AAEA.

We are working in Congress to pass the Environmental Justice Act of 2004. We also want similar legislation passed in the New York and Maryland legislatures.

We are wrestling with the prospect of growth. Maybe small is good. We will continue to include those interested in working with us.

TEC: Is there any significant issue that I have missed?

Yes. We are working to get the traditional environmental groups to hire more Blacks and invest more of their \$6 billion per year budgets in the black community.

We are also the only pro-nuclear environmental group in the country. **TEC**

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TEC: What are your credentials?

I have a BS degree in chemistry and have extensive training with the EPA from Radon to Mold and also have a certification in industrial hygienist from the American Hygienics Association. We have on staff a certified hazardous materials specialist, a safety professional and we also retain a certified professional engineer (PE). We are also a certified minority owned business (MBE/DBE).

TEC: How many employees do you have.

We have 3 employees plus contract out for other services.

TEC: What makes your business special?

We are not only interested in making a dollar. We look to make friends. If you need our services we want you to feel that you are calling in a member of the family. We not only want to work with you today, but also tomorrow. We guarantee our work and want the client to be happy.

TEC: What kind of clients are you looking for?

Commercial businesses, businesses that have environmental concerns that must comply with the federal and state regulations.

TEC: How does the future look?

The future looks very bright. With more and more regulation our services will always be needed.

TEC: Are you a subcontractor in any supplier diversity programs?

We would like to do this, but the opportunity has not arisen. Most of our work comes from referrals.

TEC: What has been your experience as a minority owned firm in this area of business?

Often some potential clients do not believe that a minority owned business can do the job. Even when you provide your full credentials and job referrals, you still have to prove that you are capable. However, once they understand that we can do it, more jobs have come our way. Sometimes they look at what schools we attended and suggest that because we did not go to an "Ivy League" school, ones chemistry degree might not mean the same. However, as I explain to them, chemistry is chemistry no matter who teaches it, the regulations and requirements are the same no matter who performs the work.

TEC: How far across the state and country do you do jobs?

We are willing to go across the world. We have been offered work in Puerto Rico, we have done work in Nevada and California. We are open to work where we are needed.

TEC: What would you like our readers to know about you.

We want to take the environmental worries of a client off their hands and do a great job for them. We wish to serve the needs of those clients who have environmental and health and safety issues.

Minority Environmental Leadership Opportunities Professional/Student Links: Scholarships, Grants, Awards, Fellowships and more...

*** American Association of University of Women Educational Foundation: American Fellowships**
www.aauw.org/

American Association for the Advancement of Science (AAAS): AAAS Student Poster Award Competition www.aaas.org/meetings/

*** Thurgood Marshall Scholarship Fund**
www.thurgoodmarshallfund.org/sk_v6.cfm?

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LEGAL

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Art Supply

Kalleger Art

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You too can instantly transform yourself to look like this beautiful model with our high grade 100% human hair or designer wigs. Click [here](http://www.wigs-fashions.com)
www.wigs-fashions.com

Clerical

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
My Motto is: "No Time to Read? Call Me!"

Fashion

Since incorporating in June of 2003, **Family Enterprises** has expanded its business. We can now offer our customers a wide variety of items within both the Nike and Nautica fashion lines. Family Enterprises is also a supplier of luggage, computer briefcases, gold and silver jewelry and we also offer a jewelry repair service. 602-368-4501 FAMILYENTERINC@yahoo.com

Ebony Cactus Magazine

Opportunities are now available for Internship and Part Time Employment. Open positions include:

- ADMINISTRATIVE ASSISTANT(1) CODE #3163
- RESEARCHER (1) CODE # 41485
- MARKETING/SALES CONSULTANTS(3) CODE # 61086
- CSR OUTBOUND/INBOUND(2) CODE # 52990
- GRAPHIC ARTIST (1) CODE# 81694
- STATEWIDE FREELANCE WRITERS (3) CODE# 09285
- PERSONAL ASSISTANT TO THE PUBLISHER (1) CODE # 51641

Please fax resume and cover letter with 3 writing samples (where applicable) to Angela 602-437-8852 or Mail to: PO BOX 24982 Tempe, AZ 85285. Submission Deadline: 2/16/04.

**Be Part of the Solution
Not Part of the Problem**

**Arizona African-American
Legislative Meeting**
February 12th and 13th, 2004

**Feb 12 event starts at
8:30am on the lawn of the
Arizona House of
Representatives
Arizona State Capitol
Building
1700 W. Washington
Phoenix, Arizona**

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

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

**Show Up! Stand Up! Speak
Up!
Empowerment- It's Yours!**
For more information call
602.926.5864