



JUMP BUTTONS. CLICK ON PHOTO TO GO TO:
UNSHACKLED PUBLISHING PG 9
BECKETT AND BECKETT PHOTOGRAPHY PG 10
CONGRESSIONAL MINORITY BUSINESS SUMMIT PG 13
HOME PG 4

THE EBONY CACTUS magazine

Vol. 2. No. 10

June 6, 2003

A New Perspective on Business

Congressional Minority Business Summit

Inside: Unshackled Publishing
Beckett and Beckett
Photography

www.TheEbonyCactus.com
Making it Happen!

DUBL DUTCH EVENTS



Coordinating & Management Services, LLC.

A Full Service Event Planning & Management Company"

SERVICES

Conference

Conventions

Festivals

Concerts

Banquets

Meetings

Company Picnics

Company Parties

Corporate Events

Event Marketing

Soliciting

Sponsorship Workshops

"Let us help you plan your next event"

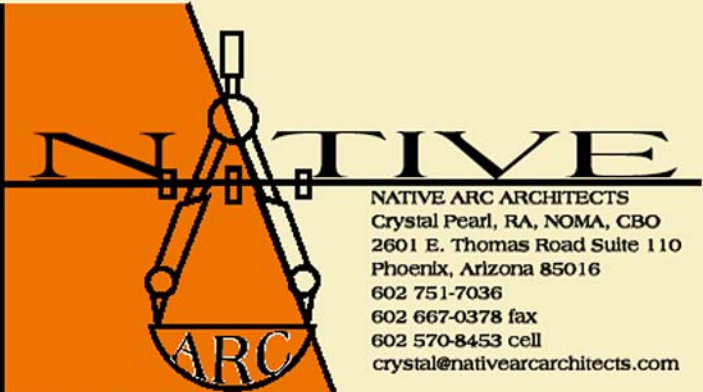
Contact: Ron Edwards @ (623) 521-4879

**P.O. Box 904
Phoenix, AZ 85001-0904**

**1700 Thomas Rd
Phoenix, AZ 85016**

An Affiliate of the

DiamondRock Entertainment Corp.

NATIVE

ARC

NATIVE ARC ARCHITECTS
Crystal Pearl, RA, NOMA, CBO
2601 E. Thomas Road Suite 110
Phoenix, Arizona 85016
602 751-7036
602 667-0378 fax
602 570-8453 cell
crystal@nativearcarchitects.com

Committed to providing high quality architecture within budget and by the established deadline!



***Life Strategies
Consulting***

Angela Miller-Brooks

Unique HR Solutions,
Professional Writing
and Public Relations
services

P.O. Box 24982
Tempe, Arizona 85285-4982
602-821-8191/ LSCPHX@aol.com

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

Mention you saw this in The Ebony Cactus



Home

C&C AUTO LICENSE
Motor vehicle titles and registrations.

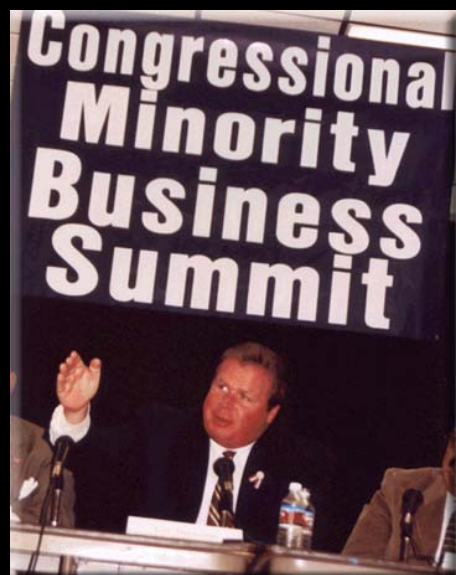
CYPRIAN O. EBOH
President
10625 N. 35Th Ave
Suite D
Phoenix, AZ 85029

Phone (602) 298-1900
Fax (602) 298-9918



Unshackled Publishing: Former Texan and nationally acclaimed author Alexis Rhone pulls no punches when introducing teens to the low-down of growing up through her series of novels. Within the first few pages of any one of her gritty religious based novels she can take kids there. Alexis can also, through the grace of God, bring them safely home with redeeming qualities sure to last a lifetime. Pg 9

studios in the country for over 30 years. John has a flair for making art wizardry. He's produced some of the most memorable magazine imprints in American culture during the 20th century. Beckett is responsible for bringing countless Fortune 500 businesses into the homes of millions through a simple camera lens. Pg 10



Cover Story: The Congressional Minority Business Summit hosted by J. D. Hayworth was an eye opener. Not only was it well attended and bipartisan but something tangible actually came out of it. The political bluster was present but kept to minimum. The insights gained however, were worth their weight in gold. Pg 13

Contents

Departments

Staff	4
Editorials	5
Letters	6
News	7
BizTips	15
Why	
Advertise	20
MicroListings	21
Legal	22
Index	23



Beckett and Beckett Photography: Award winning photographer, John Beckett of Beckett and Beckett Photography has owned one of the leading photography

STAFF

The Ebony Cactus magazine is published by Ebony Cactus magazine Inc., Angela Miller-Brooks
CEO and Publisher
George B. Brooks, Jr. ,
Ph.D
COO and Editor

Marketing
Life Strategies Consulting

Graphics/ Art Magazine:
Dr. George Brooks Jr.
Web Page
Karl Rothweiler
Proofing
Vivian Smith
Susan Morris

Photography
Angela Miller-Brooks
George B. Brooks, Jr.

The Ebony Cactus magazine is published semi monthly through the Internet by Ebony Cactus magazine Inc. There is no subscription cost.
All Rights Reserved.

To Reach Us:
Mail: P.O. Box 24982
Tempe, AZ 85285-4982.
Phone: (602) 821-8191
Fax:(602) 437-8852
Publisher:
Publisher
@thebonycactus.com
Editor:
Editor
@thebonycactus.com
Subscribe
Subscribe
@thebonycactus.com
Unsubscribe
Unsub
@thebonycactus.com
To receive this month's
edition
www.thebonycactus.com

Contributing Writer: Troy Brewster Pg 15



Troy Brewster is President/CEO of e-World Solutions and is a registered Internet Consultant with WSI Internet Consulting & Education. e-World Solutions is a full-service Internet solutions provider targeting small and medium-size businesses. Troy holds a BS in Computer Science from the State University of New York at Brockport, and an MS in Computer Engineering from Rochester Institute of Technology. He is currently pursuing an MBA at the Keller School of Management.

Troy spent the first 13 years of his career at Xerox and Intel Corporations, both Fortune 500 companies. During that time, he created and tested software and hardware computer solutions. Even more valuable was the insight and experience he gained in the high tech/computer industry. He has taken these experiences and incorporated them into the product offerings and expertise he can provide for his clients through e-World Solutions.

www.eworldsweb.com
tbrewster@eworldsweb.com
(480) 219-3598

[Home](#)

Angienuity

Web Page Pop Ups - Time Really is Money

by Angela Miller-Brooks

In a court of fowls, the cockroach never wins his case- Rwanda Burundi Epigram

So, when was the last time you viewed a hot web page? You know, the one with all the bells, whistles and pop ups. Did you enjoy your experience? Were you entertained? Pop up were great the first few times I saw them, but now they are an absolute pain. I don't know about you, but frankly I'm just not that bored when surfing the web. I mean really, must we endure hearing computerized ocean waves or 1970s soap opera -The Secret Storm while entering a site? Oh, let's not forget the web pages where a faint sound slowly intensifies and from out of nowhere come voices. Perhaps the culprits are those confounded Internet consultants. It is conceivable that they feel web users are so far gone intellectually that our fizzled curiosity needs awakening via waves, fire and explosives. I mean there is such a thing as overkill.

The Pop Up screen was introduced in the mid-1990s when Netscape Communication Corporation devised a new Javascript language. The web program came equipped with a new language called "window.open". This feature allowed webbers to open a new browser window. In 1996 Internet advertising became the "In Thing" - a runaway success. Then suddenly, in 1997 a marketing buff thought well of the new pop up screen use and presented the idea to his superiors. I suppose that having a flashing annoyance in your face seemed like a good sale at the time. Since then, the young marketing professional has made a name for himself and loads of money. However, we're all stuck with annoying advertising gimmicks to cast our eyes on every single time we go on the web.

Honestly, I really don't know what exactly vexed me to write about this in my editorial. I usually faze out pop ups anyway. I suppose what got my goose, was the one time I really needed to search for over the top sales information, get a sufficient amount of daily work done and I couldn't. I'm guessing you might know why. In this issue, our profiled businesses such as Beckett and Beckett Photo understood the meaning and the power of developing a clean, concise web page without pop ups. Don't get me wrong now, new, exciting technology is fine. I'm the last person who should denounce change and freshness in business. But before going to pop ups, please take the following actions. If you or your company are in the midst of developing or revamping a web page, gather everyone involved in the conference room and ask their reaction to popup screens. Yep, I thought so. Dream Big!

Living in America

Simple Logic

by George B. Brooks, Jr. Ph.D

"Nothing from nothing leaves nothing." Billy Preston

The minority business summit hosted by Congressman J. D. Hayworth was an eye opener. Not only was it well attended and bipartisan but something tangible actually came out of it. The political bluster was present but kept to minimum and there were no handbags passed out. The insights gained however, were worth their weight in gold.

Billy Preston's song "nothing from nothing" could have been the theme for this meeting, for it expressed the primary concern of the assembled business men and women. Two facts became clear:

1. Simply put, minority businesses would love to be in the position to complain about paying to much tax. To be over taxed, you must first be making money.
2. Due to both internal and external barriers, minority businesses are not making money.

Once these facts were firmly established, the tone of the meeting then changed to address the question of barriers to minority business growth and prosperity. Some barriers are internal including low financial literacy, low levels of cooperation between minority businesses that could "bundle" together to address large contracts, no readily available pool of business expertise and a simple loss of faith in their ability to compete with majority firms.

Other barriers were external. For example, there is too much paperwork, large "bundled" contracts essentially eliminate many minority contractors from the competition, financial institutions perceive the loans needed by many minority firms too small to be worthwhile products to offer, many federal assistance programs are poorly focused and not effective, and finally a lack of faith by the majority business and financial community in the viability and professionalism of the minority business community.

Though there were no easy answers, the basic concepts presented here if only partially implemented with a 50% success rate, were enough to turn around the economy. Who ever takes them to heart their business could flourish or they could be our next president. On with the show.



Editorials

Home

Letters



Dear Dr. and Mrs Brooks:

Endia and I would like to thank you for the wonderful article where you featured Authentic Data Solutions in the May 20th, 2003, issue of the Ebony Cactus. You provided an excellent profile of our company and the insight about our management philosophy.

We received numerous "positive" comments about the feature, and we circulated the article among family and friends across the country.

We'd like to wish you continued success with the Ebony Cactus, and hope your circulation continues its upward trend. The Ebony Cactus delivers a valuable service to its readers.

Sincerely,
Stan & Endia McKinney
Authentic Data Solutions

Great Job!!

Debbie Chapman

Very Nice!

Cody Williams

[Home](#)

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: (7.5 in x 10 in)	Regular price	\$880	\$800
	Sale price	\$440	\$400
1/2 page: (7.5 in x 5 in) (3.5 in x 10 in add 15%)	Regular price	\$440	\$400
	Sale Price	\$220	\$200
1/4 page (3.5 in x 5 in)	Regular price	\$220	\$200
	Sale price	\$110	\$100
1/8 page (3.5 in x 2.5 in)	Regular price	\$110	\$100
	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)

News Index

Phoenix Suns	pg 7
Certification Workshop	pg 7
SBIR Grant Workshop	pg 8
Current Bid Opportunities	pg 8
Strategic Partners Needed	pg 17
AA Business Summit	pg 17

Suns enter into partnership with Arizona Office Technologies

The Phoenix Suns have entered into a marketing partnership with Arizona Office Technologies. This includes establishment of The Arizona Office Technologies Business Center adjacent to the Platinum Club of America West Arena, as

announced by Suns senior vice president of corporate sales Harvey Shank.

The partnership is for three years, and includes sponsorship opportunities for AOT as the official technology provider for the Suns.

"It's an exciting opportunity for us to partner with Arizona Office Technologies," said Shank. "The link between business technology and sports is growing day-by-day, and this partnership will allow us to take advantage of all that Arizona Office Technologies can offer."

"We are thrilled to officially be a part of the Suns family," said Mike McGuirk, president of Arizona Office Technologies. "Being the official technology provider for the Suns, as well as title sponsor of the Arizona Office Technologies Business Center, allows us a perfect opportunity to put our services before the business community."

The Business Center will allow suite holders to conduct business meetings and conduct other businesses functions while attending Arena events.

Arizona Office Technologies, a Global Imaging Systems (Nasdaq: GISX) core company, has provided office technology solutions to a wide range of customers since 1986. Global offers thousands of middle-market customers a broad line of office technology solutions including the sale and service of automated office equipment, network integration services and electronic presentation systems.

Phoenix Plans Certification Workshop

Minority, woman and small business owners in Maricopa County are invited to attend free workshops and learn more about the City of Phoenix business certification programs and how they can provide opportunities for small business economic growth.

The city's Equal Opportunity Department is offering a yearlong series of monthly educational workshops to help business owners complete the application process for certification with the city as a minority, woman-owned or small business enterprise. The workshops offer in-depth information about the requirements, process and benefits of becoming certified.

The next workshop will be at 9:30 - 11:30 a.m. Tuesday, June 17, at Burton Barr Central Library, 1221 N. Central Ave.

Seating is limited for these presentations. Call the Phoenix Equal Opportunity Department at 602-262-6790/voice or 602/534-1557/TTY to reserve a space.

[Continued on next page](#)

[Home](#)

Small Business Innovative Research (SBIR) Grant Program" workshop

The Arizona Department of Commerce along with the Arizona Technology Council and the Maricopa Community Colleges-Small Business Development Center are sponsoring an "Introduction to the Small Business Innovative Research (SBIR) Grant Program" workshop on June 10th.

Agenda:

"Introduction to the SBIR Grant Program"

Date: June 10, 2003

Time: 1:00p.m. to 5:00p.m.

Location: Phoenix Community College
Osborn Campus (Willo Room)
3310 North 10th Ave. (SWC of Osborn & 10th Ave.)
Phoenix, Arizona 85013

Registration Fee: \$20

Pre-Registration Required: (Limit of 40 participants)

Questions: Call John at 480-784-0594

Registration via AZTech Council Website:
http://www.aztechcouncil.org/events/viewEventDetails.asp?event_id=261

An SBIR/STTR Proposal Writing Workshop is also planned for July 10, 2003 at the SBDC Training Center in central Phoenix. For more information, contact John Snodgrass Technology Programs Coordinator MCCD - Small Business Development Center 480-784-0594 (direct)

Current Bid Opportunities - City of Phoenix

Invitation For Bids Mailed to Requesters: If you are interested in receiving any of the Invitations for Bid (IFB) under the Current Bid Status attached, please call the Purchasing front desk at (602) 262-7181 and reference the IFB number, and it will be mailed to you.

Certification of M/WBEs and Forms Available: To receive certification forms or answer questions regarding the certification process, please call the Equal Opportunity Department (EOD) at (602) 262-6790.

Construction Subcontracting Opportunities: For information regarding upcoming major construction subcontracting opportunities, please call Mark Escobedo at (602) 534-2917.

To get additional information on previous pricing or more specifics on what is being requested on IFB bids, please call me at the number listed below or Adriana Martinez at (602) 495-0761.

Tony Hatcher
M/W/SBE Procurement Manager
Finance Department/Purchasing Division
Direct Line (602) 262-7795
Fax (602) 534-6024
E-Mail: tony.hatcher@phoenix.gov



Unshackled Publishing

Business: Unshackled Publishing
CEO: Alexis Rhone- Author / Speaker

Type: Teen Novels, Publishing
Location: Tempe, Arizona 85284

Address: PO BOX 11773
Telephone: 623-463-8771

E-mail:
lex@unshackledpublishing.com

Website:
www.unshackledpublishing.com

Experience/Education:
Bachelor Degree Journalism/Public Relations University of Texas at Austin

Employees: None

Awards/Affiliations: 2001 Essence Music Festival Spotlight novel; Facilitator at the National Youth Symposium in Houston

“What motivates me is when I see young people in their element. I enjoy watching them go through life experiencing things that they don’t have a clue about, taking that information, making sense of it and presenting it in such a way that they can learn from the information in a non- threatening manner.”

Type of Business: Unshackled publishes teen and pre-teen candid novels.

Description: The debut work, “Premature Pleasures”, which is a coming of age publication, is the first of a four-part novel series. Each series covers a particular issue designed for a specific teen market. As lead author, I am extremely candid, honest and a true teller of life. This does not always set well with folks who like to sugar coat the truth. Although my writing is very straight forward, it’s always laced with a redemptive message. My novels are designed for the reluctant reader. In that they are mainly designed for the un- churchd youth.

Background: I’ve a Bachelor’s Degree in Journalism/ Public Relations. I’ve about 20 credit hours toward hours a Master’s in Christian education. Before Unshackled Publications, I wanted to minister. I not only wanted to minister but, I wanted to get kids to read more. Through the publishing company and other efforts, we are able to show the love of God even in real gritty, ragged situations.

Breakthrough Opportunity: The moment I put pen to paper.

Clientele: My target market is exclusively designed for the teen/ preteen market.

by:
Angela Miller-Brooks

Continued on page 18

Home

Beckett and Beckett Photography

by Angela Miller-Brooks

Photographs courtesy of Beckett and Beckett Photography and used by permission.

Continued on next page

Home

Phoenix, Arizona

Organization: Beckett and Beckett Photography

CEO: John Beckett

Experience: 30 years

Address: 38842 North 33rd Ave Phoenix Arizona

Type of Business: Beckett and Beckett is a commercial photography company. As an example, I shoot for magazine clients and enhance magazine articles. I guess Beckett could be called a photography company for hire.

Description: I began my photography career in Milwaukee, Wisconsin shooting for fashion advertisers and editorials. I have also been in Chicago and Michigan as a studio for years. We only recently relocated to Arizona.

Experience: The business has been in existence for over 30 years. We shot for hair and beauty products, catalogs, magazine editorials, and various forms of advertising. Additionally, we've done assignments for women's and men's clothing companies, beer posters, swim wear fashions, celebrities, and even kids. Our clients list include: *Corporate Clients*; Anheuser-Busch, Oprah Winfrey, United Airlines and Wal-Mart, *Magazines*; American Cowboy, Arizona Attorney, BBW Magazine, Phoenix Magazine, USA Today and Smithsonian Publications; *Governmental*; Arizona Dept. Of Tourism, City Of Scottsdale and U.S. Bureau Of Land Management.

Telephone: 623-463-8771

E-mail: Jbeckett@jbeckettphoto.com

Website: www.jbeckettphoto.com

Employees: None

Awards /Affiliations: Numerous

Clientele: After business grew from the production of the children's wear ads and beer ads, we moved our studio to Chicago as a test for a month. It was a risk, but a minimal one at best. Once seated, we began to shoot for J C Penney, Sears, Montgomery Ward and Marshall Fields. Later, we moved on to even larger ad agencies and shot for companies such as United Airlines. Relocating to Chicago was a good move. Beckett and Beckett became quite a success as a photography business through that business decision alone.

Market: Over the years Beckett and Beckett has never really had a target market. The studio did a good job and represented its clients well. I guess the business sort of followed the reputation of the work. Currently, we are beginning to market to those interested in western wear, scenes and this all come under that umbrella.

Service: At the current level, we can be seen as a problem solver. After 30 years in the business, my company has the ability to facilitate in the execution of quality ad campaigns. There are many benefits to our services. Mainly, Beckett and Beckett is a problem solving extension to a companies ad efforts that offers technical proficiency and is integrity centered.

Quality: We does more than the basics. We use the best equipment in the business and our (artistic) workmanship is supreme.

Budget: Developing a budget, staying within one and commanding certain said fees comes with the territory of knowing the business and what a client or market can bear. For instance, not that long ago, while working with K-mart we made more in 3 days than some make in a year. It all depends on the client and their needs.

Competitive Edge: Clients tell us that they feel we know what the client wants. We are a dependable photographic business with excellent workmanship.

Business Impact: Most of the business Beckett and Beckett receives comes from recommendations.



Local and National covers by John Beckett

Background: In the early years I shot a great deal of young, inexperienced models. I did this for years along with other small advertising assignments. After years of getting models ready for their professional gigs I decided to stop and reevaluate my direction. The bigger contracts, agency photography seemed more lucrative.

Breakthrough Opportunity: The breakthrough opportunity came while at one point not having any clients to speak of, I was asked if I shot for kids wear. I said yes, I took the offer and worked with the assignment for over twelve years. That assignment was for Oshkosh B'Gosh and it was my first major account.

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

Congressional Minority Business Summit

by George B. Brooks, Jr .



Congressional Minority Business Summit

Friday May 30th, 2003, from 1 to 4 pm, Arizona 5th Congressional District Congressman J.D. Hayworth hosted "The Congressional Minority Business Summit" at the Salt River Pima-Maricopa Indian Community Center near Scottsdale Arizona. The theme was "Prosperity: Expanding the Minority Marketplace." According to Victor Daniels, representative for Congressman Hayworth, "The goals were to find out from the minority community what minority businesses need from the federal programs that are in place to assist them and help them to thrive. This is being done because the impression is that these programs are not serving the Minority Community in the manners intended. We wish to find where the problems are and develop a list to take back to Washington DC and to make these federal programs successful."

The afternoon was opened by moderator Richard V. Bowles, the president of the National Association of Minority Contractors Arizona Chapter (NAMC). Prayers were offered in the Onk Akimel O'odham tradition by Ricardo Leonard and a welcome was given from Joini M. Ramos the President of the Salt River Pima-Maricopa Indian Community. The format for the following discussion was simple, but effective. A multi-ethnic and bipartisan panel of governmental and business representatives was seated to discuss aspects of the theme and present some possible solutions. They also added clarity to the thoughts and questions taken from the floor. Individuals on this panel included:

- Congressman J.D. Hayworth Ways and Means Committee
- Ron Langston Director, Minority Business Development Agency, U.S. Department of Commerce
- Izzy Gonzales Arizona Minority Business Development Center
- Cody Williams Greater Phoenix Black Chamber of Commerce
- Wayne Leone President American Indian Chamber of Commerce
- Sandy Abalos Sunrise Bank - NAWBO Representative

Summit continued on next page

[Home](#)



Panelists (LtR): Williams, Langston, Hayworth [hidden], Gonzales, Abalos, Leone and Ihori)

- Carlos Avelar – Associated Minority Contractors of America, Phoenix Chapter
- Ken Ihori – Asian Chamber of Commerce
- State Senator Jim Waring - Vice Chairman Senate Appropriations Committee
- State Representative Gary Pierce - Chairman House Transportation Committee

Insights:

After the presentations and panel discussion, there was no shortage of candid input from the approximately 150 people in attendance. The following is a representative sample:

Denise Meridith: Meridith Consulting

I was very pleased that J.D. Hayworth took the initiative to do something like this conference. I think it is a great first step. The details are going to be in the follow through. I thought there was a good exchange of information. I really liked that they highlighted some points that some on the panel had not considered. Particularly, to me, the most important point that was made was that minorities are at a different level of discussion. We are not that concerned about the taxes, but instead about doing business.

As far as next steps, people talked about having a workshop. However, I would like to see more of a hands on with the local power brokers. You did not have the power brokers there. Instead you had small businesses there airing their grievances. What you need is the other side, the people here in the community that can make things happen, that issue the contracts. We need to hear their version of things and they need to listen to our concerns.

Daniel Ortega: Northridge Mechanical Inc. Tohono O’odham Nation

I think these meetings are productive. However, the streamlined process is never there, but every little bit helps. I have gone through a lot of meetings in my line of business, trying to address issues and I’ve seen improvements. But there is still room for more, especially in the monetary side of it. It is very difficult to get access to money. Normally they expect you to stick to the three year limit in judging how long have you been in business if you are a minority. But I have seen instances where non-minorities have walked into a lending institution and they roll out the red carpet and give them what they need.

Summit continued on page 18

Home

Choosing the right hosting provider

offered by Troy Brewster e-World Solutions
tbrewster@eworldsweb.com

If you already have a website, these tips will help you evaluate your current hosting provider. If you don't have a site yet, read on to discover how you can evaluate any future hosting needs.

All websites must be hosted (reside) on a computer called a server. When you've created a website, unless you own a server, you will need to lease space from a hosting provider. The server on which a website resides will make it accessible to people throughout the world over the Internet. The quality of the server will determine the accessibility and functionality of your website.

One of the most important factors in selecting a hosting company is the reliability of their servers. Server 'uptime' dictates when your website is available to customers on the Internet. If your website is not available when a potential customer visits the site, they are unlikely to return. Likewise, if existing customers have a bad experience on your website, or if they are unable to find the information they are looking for, they are equally as unlikely to return.

In order to ensure that you maximize your investment in a hosting company, here are some things to consider when weighing your hosting options:

1. The uptime (the total amount of time the computer is on and functioning properly) of your hosting server should be no less than 99.9%. This will ensure that your website is available to your customers 24 hours a day, 7 days a week.

2. Your provider should have good site statistic reporting features. A good reporting system should provide the following information about your site: the number of unique visitors; what time of the day they are visiting; how long they stayed; what pages they viewed; what keyword phrases they used to find your site; what search engines they came from; and what the last page viewed was (where they exited the site). This information will provide invaluable insight into your customer's behavior and allow you to tailor your site accordingly.
3. Data security is also very important and should definitely not be overlooked. This ensures the security of your and your customers' information. Your hosting provider should a) utilize 128-bit secure socket encryption, b) provide an intrusion detection program and c) (most importantly) schedule data back-ups to safeguard against unforeseen disasters.

Continued on next page 16



BizTips

Bio of Author
on page 4

[Home](#)

4. Be wary of hosting providers that offer pricing that seems too good to be true. Paying \$10/month may be appropriate for a simple website, but low-cost hosting options often include initial set-up fees, and impose disk space/bandwidth limitations. Some also require contractual agreements that provide bandwidth much like a cellular telephone plan. You're allotted a set amount of bandwidth but when it's exceeded, a higher rate applies. A good website will continually attract increasing numbers of new customers. Don't get trapped in a contract that charges by band-width or number of "hits".



5. Your website should be matched with the proper hosting environment. For your site to function properly, the hosting server should contain all software applications related to your website. Without the required software applications, some of your website functionality will not work and will cause those frustrating "error" messages.

6. Lastly, be sure to look for hidden advertising schemes (i.e. pop-ups, banner ads, toolbar ads). Many companies offer inexpensive plans as way to draw customers in, only to require them to display advertising banners on their sites in order to help them recover the costs of providing the low-cost hosting package in the first place. As the customer, you will have no control of the contents in these ads. So whether you have a website or plan to have one in the future, be sure to always ask yourself the following questions when evaluating and selecting a hosting provider:

1. Are their hosting servers reliable?
2. Are there any hidden costs associated with the hosting plans?
3. Are their site statistic reports robust and comprehensive?
4. And lastly, are your customers' information and the website secure?

If you ask yourself these questions and follow the guidelines provided above, you will ensure a pain-free hosting relationship with your provider. Remember, your hosting provider and the services they can provide are equally as important as the website itself!

Your ad could be here

Advertise in The Ebony Cactus Magazine

www.TheEbonyCactus.com

Home

News continued from page 8

MicroSoft, AT&T, Compuware, and Verizon Wireless are looking for Strategic Partners.

Attend the Partnering Conference on June 18 and hear about the partnering needs of these companies, as well as up to 25 other exciting Arizona companies. Don't miss this opportunity to establish a partnership, and increase revenues, customer prospects, market share, and reduce operating costs.

Presenting Companies Include:

- 1.. At&T
- 2.. Compuware
- 3.. Ensynch, Inc.
- 4.. GoalCentrix
- 5.. Hard Dollar Corporation
- 6.. Microsoft
- 7.. University of Advancing Technology
- 8.. Verizon Wireless

.....And their partnering needs include Marketing Partners, Resellers, Distributors, Business and Technology Consulting Firms, Training/eLearning Companies, Solution Partners, Content Developers, and many, many more!

LOOKING FOR A PARTNER BUT DON'T KNOW WHERE TO START?

In addition to the company presentations, keynote speaker Sarah Gerdes, BMG Founder and CEO, will discuss how to navigate the partnership maze.

Conclude the day with a cash bar, hors d'oeuvres, and networking time.

Date: Wednesday, June 18, 2003
Location: Pointe Hilton at Squaw Peak (Navajo Ballroom)
Time: 2:00pm to 6:00 (Reception included)

Cost for Presenters:

Early Bird Registration

\$40 for AZTech Council & ASBA Members
\$50 for Non-members

After June 13, 2003

\$50 for AZTech Council & ASBA Members
\$60 for Non-members

Register: www.AZTechCouncil.org

For Information: Contact Stephanie Vial at 602-343-8324 x 104 or Email Stephanie@AZTechCouncil.org

Don't miss this opportunity to grow and expand your business!!!

Living History Makers Entrepreneur Award at the African American Business Summit 2003

The 6th Annual African American Business Summit will take place June 19th through June 22nd 2003 at the Irvine Marriott Hotel, Irvine California. Wells Fargo is proud to join Turning Point Magazine to present The Wells Fargo/Turning Point Magazine 2003 Living History Makers Entrepreneur award to an African American business owner who best exemplifies the spirit of a Living History Maker. The recognition includes a \$5,000 cash award to be presented at the Summit.

To register for the AABS, go to:
<http://www.turningpointmagazine.com/events/summit2003.html> or call 310-821-6910

(Register Before June 10th - Save 25%)
(310)821-6910
TurningPointMagazine.com

Advertise in
The Ebony Cactus magazine
www.TheEbonyCactus.com

Home

Unshackled Continued from page 9

Quality: Parents, educators and others can be assured that our very best goes into every novel, speech or event that we take part in as it relates to their kids. What they learn and how they learn is very important to my publishing company.

Competitive Edge: Unshackled Publishing recognizes that there is substance in the kids of today. They are not a shiftless generation. Kids need to grow and experience life. The difference is how they do it and who mentors them as they do so.

Responsibility/ Impact: Unshackled Publishing is responsible for not only being a truth teller but also making sure that the message we are sending is not glorifying negativity. It makes a difference to me as an artist what youth see and hear.

Minority Business Summit continued from pg 14



Daniel Ortega

Minority companies have the same problem regarding bonding, particularly for projects on Indian Reservations. The Sovereignty issue is often raised as an obstacle, but the laws on the Indian Nations are the same as the laws outside of the Nations. If a crime is committed you can take

the person to court and due process is done.

I think the Congressman knows what needs to be done. However I've always said this, they are only going to do so much as not to get in trouble with their constituents. If they stick their neck out too far, they may loose their chair.

There has been progress over the years. I am 63 years old and I've seen a lot. I've seen progress that has been ongoing for all of us, Indians, Blacks, Hispanics, Chinese. Today for me, I feel a lot better than I did when I was a young man. Then I was scared. We were not accepted out there. We had our own drinking fountains and had to sit at the back of the bus. I have seen the progress over a period of time. But businesses, particularly small businesses still need help. Yes, we need to do the paper work. I wish there could be one form that would take care of any government entity. A lot of the small minority businesses, even some in the majority sector of businesses, get intimidated by filling out those forms. Once you do one, it become repetitious, but a lot still give up. Small business really needs help to get those forms filled out, because that form will carry some very valuable information for people who are looking for minority businesses

I think the questions that were asked and some of the answers will provide the Congressman with some tools he can use. One good idea is to raise the limits on what qualifies as a disadvantage business. For example, if you buy a business for \$500,000, the value counts against you even though you are still paying for it, they still count that against you.

If he goes back to Congress and keeps us informed about what he is doing, we can feed him the information that he needs. If in response to some of our requests he indicates that they can not be done, at least we will know what is going on from his feed back and then we have a chance to respond. This process will eventually make things work.

Carlos Avelar: Associated Minority Contractors of America, Phoenix Chapter

The conference was a very good start for dialog and for the minority business community to find out what was going on in Washington DC. I want thank Congressman Hayworth for putting it together. Also, I wish to thank the Arizona Minority Business Development Agency for their assistance for they were instrumental in making sure there was a broad representation of the minority business community. The Hispanic, African American, Native American and Asian communities were all present and accounted for.

Continued on next page

[Home](#)

Minority Business Summit Continued from pg 18

The U.S. Minority Business Development Agency is working to assist the minority business. Unfortunately the information that they had on the size and type and the quantity of the minority business community, was five to seven years old. What I'd like to see is for them to get more current information on where the minority business community is in this country and in this state and where we are going to be five years from now.

The next step is there needs to be more communication between the various minority business advocacy organizations, and there are a lot of us out there. Whether it be the Associated Minority Contractors, the Greater Phoenix Black Chamber of Commerce, the Hispanic Chamber of Commerce, the Native American Chamber of Commerce or the National Center for American Indian Enterprise Development, we are all pushing the same thing. We all want minority business development. We all want minority economic development and we want procurement opportunities for our respective communities. We are not working against each other, but we would be more effective if we worked together. Understanding that we are always going to have our own constituencies, working together as minority business advocacy organizations without losing our respective identities is a good first step.

Ron Langston – Director, Minority Business Development Agency, U.S. Department of Commerce

I am here at the invitation of Congressman Hayworth to talk about minority business enterprise and I greatly appreciate the invitation for me to come here to Arizona. I have a business development center in Downtown Phoenix directed by Izzy Gonzales and a Native American business development center that is run by Ken Robbins for the National Enterprise Development Agency for Native Americans. So we have two centers, one for minority business and one for Native Americans. Our mission at MBDA is to promote minority business enterprise. We do that through technical and management assistance provided by partnering with Wells Fargo, Bank of America, Morgan Stanley and other institutions. So this trip gave me the opportunity to support the congressman and a chance to meet with my staff here.

I had a joyous time. There is a lot of pent up energy here for minority business enterprise. The businesses here are very enthusiastic about what they do. They want to grow and expand. A lot of them don't know how, don't know which government agency to talk to and how to compete for contracts. Issues of financial literacy are ever important. I

am very pleased with the energy. For example I had a breakfast meeting with the Hispanic Chamber of Commerce and I was impressed with the energy, turnout and diversity of turnout for 7:30 in the morning. That tells me that there is high interest here.



Ron Langston

Different sectors of the country have different levels of entrepreneurial preparedness. Twenty five percent of all minority businesses in the United States are in California. Forty percent of those are in Southern California. They have a long history and legacy of entrepreneurship. They tend to be more seasoned, more prepared, more historical with histories with financial institutions. The Asian community is very much in wholesale and retail and international business so they are driving many of the national numbers. The next state is Texas then Florida then New York. Then cities fall in such as Chicago and Atlanta. What I see here is that opportunities to grow and expand are under represented,

Summit continued on next page

Advertise in The Ebony Cactus Magazine
www.TheEbonyCactus.com
Home

Summit continued from pg 19

I don't see the same level of synergy between minority business here as I do in some other parts of the nation. In other parts of the country, they tend to work more together to bundle and partner. A good thing that I see here is that the potential to work together is present. I don't see Blacks and Browns at odds as I have seen elsewhere. It could be a function of the small numbers, it could be a function of leadership. It could be proximity, education, schools, growing up together. I don't know, but in New York and California there is some tension in certain pockets depending on the industry that I do not see here. Here businesses are feeling marginalized by the process not because they see another race in their way.

I feel the Native American community is primed to do some great things with their gaming. I hope they will partner with Blacks and Browns to gain leverage. I hope that this group begins to feel that they can compete with majority firms. This is one thing that I have some concerns about. In California for example, if you are a majority firm competing for a contract, the minority firms are going to give you a run for your money. I think they ought to have that ethic here.

Summary

In summary, there are a number of barriers to minority business growth and prosperity. Some barriers were internal:

- Low financial literacy .
- Low levels of cooperation between minority businesses that could "bundle" together to address large contracts,.
- No readily available pool of business expertise.
- A simple loss of faith in their ability to compete with majority firms.

Other barriers were external:

- There is too much paperwork.
- Large "bundled" contracts essentially eliminate many minority contractors from the competition.
- Financial institutions don't like to give "small" loans.
- Many federal assistance programs are poorly focused and not effective.
- A lack of faith by the majority business and financial community in the viability and professionalism of the minority business community.

For more information on U.S. minority business and minority business assistance programs, point your browser to www.Mbda.gov. For information on the results of this conference and upcoming activities, contact Victor Daniels at the office of J.D. Hayworth 480-926-4151.

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. Let us help you Make It Happen!

[Home](#)

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

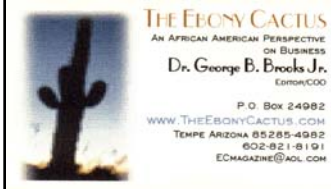
No. 2 \$30 (summer sale \$25)*



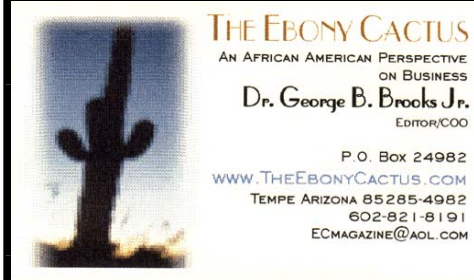
E-Zine The Ebony Cactus magazine A New Perspective on Business. Dr. George B. Brooks, Jr. Editor P.O. Box 24982 Tempe, Arizona 85285-4982 602-821-8191 www.theebonycactus.com

MicroCards

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

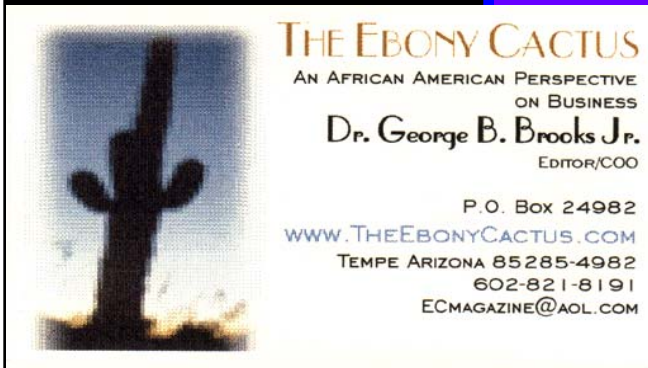


No. 2 \$45 (summer sale \$30)*



BusinessCards

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



PRICES

MicroListings

Up to 5 lines
Up to 200 characters
Active Hyperlink (Web Address)
\$20*

Or

Up to 5 lines
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 \$0.00012/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.

[Home](#)

LEGAL

The various incarnations of the internet are new and exciting vehicles for the distribution of information. Regrettably, they are still far less than perfect and not fully controlled or secure. The Ebony Cactus magazine is distributed only by the website, by e-mail subscription or by direct e-mail request. The Ebony Cactus Magazine (TEC) therefor cannot warrant that the function or operation of The Ebony Cactus magazine Electronic Document, autoresponder, The Ebony Cactus website or linked websites will be free of defects, that defects will be corrected, or that they will be free of viruses or other harmful elements.

As a visitor to and a user of The Ebony Cactus magazine or Website, you, in effect, agree that your access will be subject to the terms and conditions set forth in this legal notice and that access is undertaken at your own risk. As a visitor to and user of The Ebony Cactus Website or Electronic Magazine, you must assume full responsibility for any costs associated with servicing of equipment used in connection with use of our site or documents. The Ebony Cactus magazine shall not be liable for damages of any kind related to your use of or inability to access the website or opening the TEC magazine electronic file.

We endeavor to present the most recent, most accurate, and most reliable information on our E-magazine and Website at all times. However, there may be occasions when some of the information featured in The Ebony Cactus magazine or at theebonycactus.com may contain incomplete data, typographical errors, or inaccuracies. Any errors are wholly unintentional. In addition, the opinions of guest writers are their own and may not reflect the views of TEC and thus TEC can not be held liable. Please be aware that we present our content "as is" and make no claims to its accuracy, either expressed or implied. We reserve the right to amend errors, make changes to our Website, or to update our magazine at any time without prior notice. To the fullest extent permitted by law, The Ebony Cactus magazine disclaims all warranties, expressed or implied.

HOW TO RECEIVE THE EBONY CACTUS

Published twice monthly, The Ebony Cactus (TEC) is a 100% electronic magazine, no hard copies will be available. To receive it, you need a recent model P.C. or Macintosh computer equipped with E-mail and Adobe Acrobat Reader 5.0. Adobe Acrobat Reader 4.0 will work, but some features will not be available. Copies of The Ebony Cactus may be accessed in the following manners:

1. E-mail subscription

You may subscribe to the Ebony Cactus by either sending a subscription request to Subscriptions@theebonycactus.com or by clicking the subscription link found at www.theebonycactus.com. The latest edition will be sent to you twice monthly as an e-mail attachment (see legal). Note, the subscription list is for the use of TEC only. It will not be sold or distributed to any outside parties. There is no subscription cost.

2. Download from the web page

Archived copies of the most recent and past editions of The Ebony Cactus will be found at www.theebonycactus.com for download (see legal). No cost.

3. Send it to a Friend

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

Home

Index of Advertisers

Arizona Council of Black Engineers and Scientists	12
C & C Auto License	2
Dubl Dutch Events	2
First Fridays Phoenix	back cover
Live Strategies Consulting	2
Native Arc Architects	2

Volume 2 Index of Profiles

Architects	
Native Arc Architects	V2 #9 Pg 12
Art: Sales	
Retro Modern Gallery	V2 #7 Pg 10
Authors:	
Anita Bunkley	V2 #1 Pg 8
Child Care	
Jesus Lil' Ones	V2 #5 Pg 10
Cleaning/Janitorial Services	
About Blind Cleaning	V2 #8 Pg 9
Construction Contracting	
United Lining Inc.	V2 #6 Pg 12
Counseling	
Get it Together People Center	V2 #2 Pg 13
Film Making	
Grace Animation Studios	V2 #3 Pg 13
Health and Beauty	
Esquire Barber and Beauty	V2 #3 Pg 9
Tan4Life	V2 #5 Pg 8
Historical Preservation	
African American Registry	V2 #3 Pg 11
Hotels/Motels	
Dunn's Way Bed and Breakfast	V2 #4 Pg 9
Identification Systems	
Authentic Data Solutions	V2 #9 Pg 10
Leadership Training	
Life Works International	V2 #1 Pg 7
Mortgage Brokerage	
Choice 1 Mortgage Brokerage	V2 #2 Pg 12
Motion Picture Production	
Rock Stick Squirrel Ball Films	V2 #7 Pg 12
Non Profit	
Lee Owens Foundation	V2 #8 Pg 11
National Black MBA Association	V2 #4 Pg 11
Rites of Passage	V2 #6 Pg 10
Victor Daniels (J.D. Hayworth)	V2 #9 Pg 8
Photography	
Beckett and Beckett Photography	V2 #10 Pg 10
Publishing	
Unshackled Publishing	V2 #10 Pg 9
Real Estate	
Sylvia McDowell	V2 #6 Pg 8
Theatre	
The Black Theatre Troupe	V2 #7 Pg 8
Water Treatment	
Aqualogy BioRemedics	V2 #5 Pg 11

Website Design
WebServices 4 All

V2 #2 Pg 11

Volume 2 Index of Biz Tips

Don't Bumble your Branding	
by Donna Tucker	
Part 1.	V2 #8 Pg 14
Financial Education 101	
by Edward L. James III	
Part 1.	V2 #5 Pg 16
Internet Solutions	
by Troy Brewster	
Part 1.	V2 #6 Pg 15
Pt 2. Choosing the right hosting provider	V2 #10 Pg 15
Measuring Business Success	
by Beverly West	
Part 1.	V2 #9 Pg 15
Selling Products on the Internet	
by Susan Allen Morgan	
Part 1	V2 #1 Pg 9
Part 2 Questions Answered	V2 #2 Pg 15
Part 3 Web Answers	V2 #4 Pg 14
The Job Search	
by Ella Dawson	
Part VI	V2 #3 Pg 16
Part VII	V2 #5 Pg 14

Volume 2 Book Reviews

The Rhone Review	
by Alexis Rohne	
<u>Rich Dad, Poor dad</u> by Robert Kiyosaki.	V2 #6 Pg 16
<u>The Richest Man in Babylon</u> by George Clauson	V2 #7 Pg 15

Volume 2 Coming Attractions

New Markets Tax Credit Program	V2 #7 Pg 16
--------------------------------	-------------

Volume 2 Feature Articles

Congressional Minority Business Summit	V2 #10 Pg 13
--	--------------

Advertise in The Ebony Cactus Magazine
www.TheEbonyCactus.com
Home



FIRST FRIDAYS PHOENIX

EVENTS

Fri, July 4th – 1st Fridays @ Crowne Plaza Metrocenter
2532 W. Peoria Ave. Phoenix, AZ 85029
TIME 6pm–9pm: Networking / 9pm–1 am: Socializing
COST \$5 before 8pm; \$10 thereafter



THEME Casino Night @ 1st Fridays Phoenix!

Come out and enjoy our first ever Casino Night. Although the money will be funny, we will have real casino style games and dealers. Prizes will be given to the BIG winners! Beat the heat by winning some cool cash!

Sat, July 12th – FFP Classic Film Series @ Farrelli's Cinema Supper Club
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.

To VOTE and/or purchase film series tickets online, please visit www.1stfridaysphoenix.com/film.html.