

# THE EBONY CACTUS magazine

Vol. 1. No. 3 June 2002

An African American Perspective on Business

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Building Bridges

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Making it Happen!

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# Making it Happen!

## Issue 3

Welcome to the third edition of The Ebony Cactus magazine. It is great to have made it this far. Putting out a magazine is no easy feat.

Not only must you attempt to master the art of writing, but also editing, marketing, business management, distribution and all of the various software packs necessary to bring The Ebony Cactus magazine to you. Your letters have encouraged us, but also left us with a significant challenge; how to keep up the quality? We think we are succeeding in this task. Only time will tell for sure.

## School is In

The Ebony Cactus magazine is continuing to grow and evolve. Firstly we have changed our publication date from the fifteenth of every month to the first. This better meets the schedule of our advertisers and the expectations of the public. Secondly, we have redesignated many of our feature articles as "seminars" and our contributors as guest lecturers giving "The Cactus" a more academic tone. Our list of "adjunct faculty" and writers continues to grow. Joining **James Hicks** this month are **Ella Dawson**, the **Rev. Dr. G. Benjamin Brooks, Sr.**, **Dr. Morris Mobley** and **Arizona Secretary of State, Betsey Bayless**.

Our coverage area is growing with our first out of state profile. In this case, Plant Chow Inc hails from Orange County California. We are looking forward to profiling companies in **Tucson and Flagstaff Arizona**, **Las Vegas Nevada**, **San Diego California** and more in **Los Angeles metro**.

## Hyperlinks

The Hyperlinks within The Ebony Cactus magazine are now active. Hyperlinks (sometimes called weblinks) are those (often blue underlined) lines of text you "click" on to go to a listed destination on the World Wide Web. Hyperlinks are normally static, found on a particular web page or search engine. Embedding hyperlinks within the Ebony Cactus changes this paradigm. Now a series of open weblinks travels and resides directly with the magazine. As long as you are using Acrobat or Acrobat reader 5.0 or better, all you must do is click on the link and your computer will do the rest through its default browser. Now there is a little more to it than this, so give the instructions on page 2 a try, this will aid in determining how your system is configured.

## Building Bridges

The Ebony Cactus magazine presents information that can aid you in being a better employee or employer. It showcases service providers that can help your company do business. It builds bridges between those who have the services and those who need them. It needs to be read both on and off the job, by you, your co-workers and your boss as well. We are now in the "Idea Economy" and the more knowledge that is shared, the better off we all are.



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## Angienuity

By Angela Miller-Brooks Publisher

### Building a Strong Foundation

Tear off your layers of life and you'll be renewed with yourself again. What was created under those layers is something called a foundation. I'd like to think of mine as a simple one. My mother is frugal and the embodiment of Maya's phenomenal woman. She is Eve, distinct of beliefs and determination. My father is the master businessman who is unrelenting in his labor toward the master plan. Though their legacy to me may be intangible, it is nonetheless mine, a foundation on which I stand.

The type of business foundation an individual cultivates can be the deciding element to that person's financial fitness and happiness. During my many interviews with small and large business persons, I have found the successful enterprises pay attention to infinitesimal details. The one detail that is often neglected, is the development of healthy relationships with clients. While viewing a recent television documentary, I observed John F. Kennedy give the "Ask Not" speech during his bid for the presidency against Richard M. Nixon. I reflected a moment on the words from that speech and concluded that Kennedy's concepts could be applied to business. "Ask not what your client can do for your business, but what your business can do for your client."

As professionals, we know that building a strong foundation through proper funding is crucial. The development of a business plan is a no-brainer. Being organized is a business necessity. Thus, building a strong client relationship is a critical aspect of business and quite honestly contributes to its longevity. When doing business it is imperative that we remember what is most important to the client, as we are clients ourselves to someone else's business. In searching for those who we'd like to do business with, we seek out those who we feel will treat us well. Many of your clients feel as you do and are themselves searching for great service and products. Keeping this in mind will affect how well you manage your own business relations.

With this issue we've begun to profile non-profit organizations. Because many such groups including Kappa Alpha Psi, National Council of Negro Women and Imani's Child, are long-standing and maintain solid foundations, I thought they would be great additions to your reading pleasure. Non-Profits focus on the client and consistently work toward better relationships with them. They've experienced the longevity which is a testament to the success of their efforts. Enjoy!

## Living in America

By George B. Brooks, Jr. Ph.D. Editor

### It seems to me.....(Pt. 1)

One hundred years ago, two African American thinkers had a disagreement. Some would say a war (see page 24). "It seems to me said Booker T., I don't agree said W.E.B." W.E.B. DuBois and Booker T. Washington took diametrically opposite positions on what Blacks need to do to achieve prosperity. One believed in the authority of economics, the other in the power of knowledge. In modern day parlance, one would be considered a "Conservative" and the other a "Liberal". Despite their disagreement, these two antagonists created the intellectual underpinnings of African American thinking today. Their words and thoughts are still echoed by contemporary leaders including Condoleezza Rice, William H. (Skip) Gates, Jr., Ellis Cose and Cornell West. As importantly, the institutions they created continue to thrive including the NAACP and Tuskegee Institute. These two men, did not simply argue, they had the courage of their convictions and made things happen!



Photo by Ossie Harris

There was an interesting commonality to the roles the NAACP and Tuskegee played at that time. Both served as "Think Tanks" of sorts. Think Tanks today are idea factories,

groups of individuals dedicated to developing new concepts and policies. The key word here is "try" and illustrates the fundamental difference between what was and what is. Think tanks today tend to be politically self-serving. They promulgate ideas to meet political needs first. Whether or not the ideas actually work is often a secondary consideration. Tuskegee and NAACP however, developed policy recommendations based on operating models demonstrated to work, not hypotheses to be tested. I agree these are perhaps gross generalizations, however, they bring me to my next point; who will create the new social and intellectual paradigms for tomorrow? In my next installment, I will explore some possible answers to this question for things are never as simple, as they may seem. Enough for now, on with the show.

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The following is a sample of the letters we received this month regarding TEC. Some have been edited for length.

Angela, you just keep getting better! The month's magazine is wonderful! It was so lovely to see the photo of you and your husband. You look perfect for each other and very happy. Again, keep up the very excellent work! God bless you!

Anita

I must say that the magazine has improved leaps and bounds in a very short time. Very impressive. And as one reader pointed out, I think you and the wife are targeting an under-exposed entity here in the Valley - the Black business person. Keep up the good work and I will definitely pass it on to others.

MG

Lady you said it, you claimed it and made it yours. I am very proud of you. I subscribed and will pass on the word. Good Luck and may God continue to bless you.

Hattie

I haven't read it all, but so far I think it's outstanding. Thank U.

Mac

You promised a different and refreshing magazine which would meet the needs of our community. It really is quite an informative and useful e-zine. The business profiles help me to get to know other entrepreneurs in my community better. I appreciated that especially. Your ads are well done also. I even saw a few of my clients. It made me feel a greater sense of community when I saw information on people from Scottsdale, SE Valley, West Phoenix, to South Phoenix that I know.

Bring us back together girlfriend! Thank you for a great read.

Rosiland

## Bridge Builder

by: Will Allen Dromgoole

(In honor of Father's Day)

An old man, going a lone highway,  
Came, at the evening, cold and gray,  
To a chasm, vast, and deep, and wide,  
Through which was flowing a sullen tide.  
The old man crossed in the twilight dim;  
The sullen stream had no fears for him;  
But he turned, when safe on the other side,  
And built a bridge to span the tide.  
"Old man," said a fellow pilgrim, near,  
"You are wasting strength with building here;  
Your journey will end with the ending day;  
You never again must pass this way;  
You have crossed the chasm, deep and wide--  
Why build you the bridge at the eventide?"

The builder lifted his old gray head:  
"Good friend, in the path I have come," he said,  
"There followeth after me today  
A youth, whose feet must pass this way.  
This chasm, that has been naught to me,  
To that fair-haired youth may a pitfall be.  
He, too, must cross in the twilight dim;  
Good friend, I am building the bridge for him."



Celebrate  
African American History  
Year Round

**Chandler organization to celebrate Juneteenth 2002.**

The South Chandler Self-Help Foundation will present Juneteenth 2002 at Foley Memorial Park, 601 E. Frye Rd., in Chandler Arizona. The theme is United We Stand - divided We Fall" "Strength in Unity". The date, Saturday, June 15th, from 5pm to 11pm.

The South Chandler Self-Help Foundation has been producing the Black History Celebrations that are held in February and the Juneteenth Celebrations for the past twelve years. We just recently added the Miss Juneteenth pageant to our cultural celebrations but are having problems getting young ladies to participate said project coordinator La'Von Woods. This pageant is not a beauty pageant, it is a venue for honoring young ladies who are in pursuit of excellence. This is the only recognized "Miss Juneteenth" pageant in the state of Arizona.

For more information on the Chandler Juneteenth Celebration, contact La'Von Woods  
 Project Coordinator  
 South Chandler Self-Help Foundation Inc.  
 woodsgevon@aol.com  
 480-899-3022  
 480-219-0548

**NCNW Host Luncheon, Officer Installations**



**NCNW President Gail Q. Knight and 2002 Health Fair Chair-Ramona Wright**

Phoenix- The National Council of Negro Women (NCNW) - Phoenix Section, recently hosted an afternoon membership and new officers installation luncheon at the South Mountain Environmental Center in Phoenix. Interested valley residents, originally from as far away as Canada, received information about the organization's mission, the need to service the African American community, the past year's events, proposed projects and of course, how to acquire membership. Prospective members were also able to witness the voting and installation of new NCNW officers.

In her luncheon address, re-elected NCNW President Gail Q. Knight said, "The National Council of Negro Women is about bringing the family together". Mrs. Knight gave an overview of the organization's early accomplishments which included new member recruitment, family food basket distribution, increased name recognition, assistance of the Get Out to Vote Campaign, the hosting of a Black Women Recognition Program, holding a MLK Youth Explosion, participation in the Aids Walk, hosting the Community Leaders Awareness Day and receiving the 100 Black Men of Phoenix - African American Achievement Civic Award for their accomplishments and contributions to the community.

During the luncheon, Knight bestowed several awards to members for teamwork and participation. Health and Wellness Chair and local Arts supporter, Ramona Wright received special recognition. Ramona was a catalyst during NCNW's March 2002 Health Fair and Wellness Walk. Donna Parrish, Phoenix NCNW Founding member, past President and Nominating Committee Chair conducted the election process. After a short intermission, member Judge Pamela Gutierrez swore in the newly appointed 2002-2003 officers. They included Gail Q. Knight - President, Beverly Hill - First Vice President, Augusta Knight - Second Vice President, Rosiland Moore - Treasurer, Sandra Solomon - Recording Secretary, Edna Johnson - Corresponding Secretary and Sai Provost - Finance Secretary.

Dr. Ann Hart, a former Philadelphian and active community leader gave closing remarks. Dr. Hart discussed how African American women could become more involved within their individual communities. She pointed out that in Phoenix, Blacks have no clear - cut communities that they can call their own. Dr. Hart urged the audience to, "Move to positions of control in our own communities".

NCNW, headquartered in Washington, D.C., is a non - profit organization founded in 1935 by legendary educator and political activist Mary McLeod Bethune. A leading advocacy agency for African American women, NCNW's motto assists in maintaining their circle of strength as it reminds members to, " Leave No One Behind," . For more information on NCNW, call 602-212-6792.

**TECNews Continued on Page 23.**



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## Education:

### Building Leaders: The Kappa Alpha Psi Kappa League at Intel

by Morris Mobley Ph.D.



**Mentoring session for Kappa Leaguers at Intel**

On April 25, 2002, the Kappa League of Kappa Alpha Psi Fraternity, Inc, Phoenix Alumni Chapter, visited Intel Arizona to participate in a day of learning, exploring and fun. The annual Bring Your Child to Work (BYCTW) Day offered the students an opportunity to learn more about the corporate work place through interactive demos focusing on corporate competencies. They also experienced the latest in corporate technology.

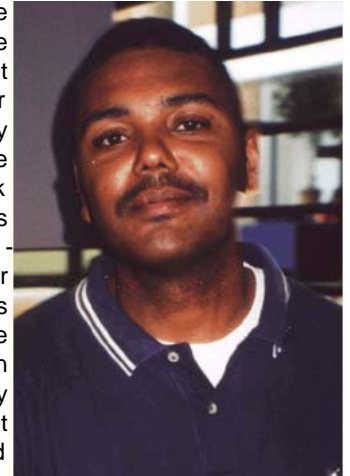
The Kappa Youth Development and Leadership League (Kappa League) is driven by the Arizona Guide Right Foundation and Kappa Alpha Psi Fraternity, Inc. The focus of Kappa League is youth mentoring, education, career guidance, life skills and leadership development. Seven members of Kappa Alpha Psi (Dr. Morris Mobley - Program Chair, Reuben Miller, Daryl Vaughn, Breck Cook, Dr. Tyrone Benson, Desmond Hinton and Troy Brewster) all Intel employees, sponsored the youth for BYCTW Day. Eleven students from six Phoenix area high schools were exposed to corporate America (Intel) with a day comprised of mentoring, assembly factory tour, learning lab and technology expo fun. Intel manager, Carl Davenport, gave a motivational mentoring lecture to the students regarding the importance of higher education and the importance of time management. The students enjoyed the enthusiasm of "Laser Peggy" regarding her work during the assembly factory tour. The students also had fun with the protective "bunny suits" as a "Ninja Squad".

The technology expo demonstrated that technology enables "fun" activities such as Digital DJ, computer auto racing and digital imaging. "The visit achieved its envisioned objective which was best captured by the enlightened expressions on the student's faces. It was great to expose the youth to a positive technology company work environment that they otherwise may not have had the opportunity to experience" - stated Program Chair Mobley.

To support the Non Profit AZ Guide Right Foundation or sponsor events, please contact Dr. Morris Mobley at (480) 857-8756.

### Arizona Council of Black Engineers and Scientists Announces 2002 Computer Camp

On a Saturday morning, the Memorial Union at Arizona State University is normally a quiet place. That stillness is broken for a few weeks every summer by students participating in the Arizona Council of Black Engineers and Scientists Computer Camp. Last year thirty-one, eleven to seventeen year olds took part. Now in it's eighteenth year, the goal of the program is to give African American youth the skills they need to achieve in subsequent life. This is no small task and requires the skills of many.



**ACBES Computer Camp Chair Marcus Green**

The morning agenda is hosted by the sisters of the Delta Beta Omega chapter of Alpha Kappa Alpha sorority. The AKA program is focused on building complete individuals through enhancing life skills including self confidence and leadership.

Led by Marcus Green and Karen Crawford with welcome assistance from the National Society of Black Engineers Alumni Extension, the programming classes are divided by skill level into bits (beginners) and bytes (advanced students). A keystone program of ACBES, the Computer Camp has received additional support from Motorola, the Lower Colorado Region of the Bureau of Reclamation, the Phoenix Suns and Arizona State University.

The 2002 dates are July 6, 13, 20, 27 & August 3rd. The Computer Camp is targeted towards students entering the 7th - 11th grade. There are a limited number of seats available so please send applications ASAP. For information on the 2002 Computer Camp, contact Computer Camp chair Marcus Green at 480-441-0290 or [marcus.green@gd-decisionsystems.com](mailto:marcus.green@gd-decisionsystems.com). (See application form on page 25 of this issue)

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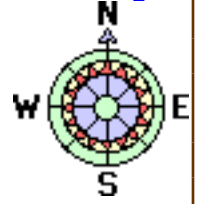
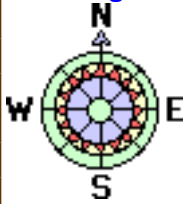
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# Entrepreneur Profiles

By Angela Miller-Brooks

**Name:** Iris Huey  
**Education:** B.A/ Howard University-Film  
**Title:** Independent Movie Producer/ Director  
**Cinema:** Title: Scratches  
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**E-mail:** [irishuey@msn.com](mailto:irishuey@msn.com)  
**Experience:** 3 years  
**Favorite Movie:** The Hurricane



**How did you get into the film industry?** Actually, I began studying behind the scenes work of film and television in high school.

**Are you funded through venture capitalists?** As far as this project (Scratches), it was very difficult to get funding. My goal was to get a non-profit organization to carry it. I thought that would be very easy. I guess those types of organizations want specific

types of films that meet their particular goals. It appears my film didn't fall within their guidelines. So, I went to friends and family, got small donations here and there and added that along with my own personal money.

**How long has "Scratches" been in the making?** We began auditions in late October of last year. Independent film actor, MTV documentary castmember and local poet - Harold Branch, III., was actually the first guy I auditioned. He has the leading role. Our premiere was May 26 at Dan Ryan's.

**What is your operating budget?** I had a goal for the amount of money I wanted to raise. Unfortunately, I did not reach that goal. I raised money for Scratches as I went along. I will be honest, there were weeks when I'd wonder how was I going to feed the cast and crew. Then a couple of days before the production, I'd have the money.

**What was the driving force that got you into the film industry?** It was my desire and passion for acting and directing. I love daydreaming and make believe. Since those are the things I loved, it was natural for me to fall into this line of work.

**Where do you see African Americans in the film industry?** I think the industry is growing. As far as what we are doing ourselves - producing, writing, etc., I'm beginning to see more and more independent's out there putting their own monies into projects such as Tim Reid who has his own studio.

Scratches continued on pg. 23

**Name:** Alton Jones  
**Education:** M.S. Degree-Management science, B.S. Degree - Business Administration  
**Title:** Radio Program Producer  
**Program:** Phoenix Arts and Entertainment Radio AM 1280  
**Format:** Jazz/Talk  
**Contact Number:** 602-220-1239  
**E-mail:** [paeradio@yahoo.com](mailto:paeradio@yahoo.com)  
**Web page:** [www.paer.tv](http://www.paer.tv)  
**Program Longevity:** Over 1 Year

**What is Phoenix Arts and Entertainment Radio?**

Its a thirty minute weekly broadcast program that's aired on Saturdays at 3pm. We are streamed on line through our web page. We offer a diverse mix of jazz music along with a variety of content. We have featured guests such as entertainers, musicians and other folks in the entertainment industry. As part of our one year celebration last March (2001), we had "I Dream of Jeannie's" Barbara Eden on our show.



**Can you give an example of a turning point in your program's development?** Yes. At first we charged entertainers, singers, etc., to come on our show. However, that just didn't go over well. It was then we decided to assist starving artists by promoting their work on our show for free. When we did this, doors began to open.

**Marketing is critical for your program's success. What's your strategy?** Word of mouth works great. I have also found that a good way to market is to position yourself in strategic locations and let people know who you are. For example, I recently came across a lady who knew a friend who works with the Arizona Commission of the Arts. She offered to fill up my schedule. Now, we are booked. I now have a choice of who I can call on to fill a time slot.

**In developing a program, what do you take under consideration?** We have a large range in listeners. We play jazz, acid, black, an eclectic a mix of music. We are flexible. Sometimes we have telephone interviews. We've interviewed Les Brown. The entertainment industry is more than singers and actors. People who work behind the scenes can be on the show as well.

**In three years where would you like PA&E Radio to be?** I'd like the program to be in syndication in Tucson and Flagstaff.

Entrepreneur Profiles continue on pg 11

## Entrepreneur Profiles cont.

**Operators:** Bobby & Shereetha Thompson  
**Business:** SMQT Long-Distance  
**Type of Business:** National & International Long Distance  
**Years of Operation:** Nearly 2 years.  
**Location:** Gilbert, Arizona  
**Contact Number:** 480-515-8916 (Fax/Voice mail)  
1-866-287-3087 (Toll-Free)  
**Website and E-mail:** [www.nothing-but-net.net/smqt](http://www.nothing-but-net.net/smqt)  
[Smqt5@aol.com](mailto:Smqt5@aol.com)

**Favorite Book:** It's actually an eight-volume set penned by author John Jakes. It chronicles the life and legacy of the Kent family from their humble beginnings as the unwanted bastard-child of a nobleman born of a peasant woman during the French Revolution and concludes with a successful seventh generation family of six in the early 1900's.


**How does SMQT meet the public's needs?** It's a money-saver. When inflation vastly out-paces the public's ability to earn a living, people need products and services that will indisputably save them money. Our customers get the same quality service Sprint, MCI and AT&T offer without the monthly fees and minimum usage charges – not to mention that our rates are better.

**How is SMQT marketed?** We have tried several marketing strategies ranging from distributing flyers door-to-door to radio and newspaper ads, without much success I might add. The only thing that has proven to be fertile is word-of-mouth. People trust their friends

**How is SMQT different from other long distance carriers?** The biggest difference is the up front savings without hidden fees and charges. When we say 5.4 cents per minute with no monthly or minimum usage fees, we mean just that.

**How did you get involved with your company?** We got involved with this long distance service through necessity born out of frustration. We were simply sick and tired of paying Sprint, MCI and AT&T for long distance that we weren't using regularly.

**Do you operate as a sole proprietor or do you have partners?** Although we are the owners of SMQT, we represent a parent company that is based in Utah and earn a commission from them through our customer base.



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# So You Want to Start a Business

## Business Plan Requisites Pt 2

Special guest lecturer James T. Hicks ([Part 1 was published in TEC Volume 1 No. 2](#))



**James T. Hicks** is a former President of the Maricopa County Black Chamber of Commerce, the former First Vice President of the Maricopa County Branch of the NAACP. He is the current Chairman of the Board of National Civil Rights Movement Inc. He is the president of RighTrac Inc., an environmental consulting firm.

[JamesTHic@msn.com](mailto:JamesTHic@msn.com)

### LETTERS:

Because of the volume of mail received, we can not acknowledge all letters. Address correspondence to [Letters@theebonycactus.com](mailto:Letters@theebonycactus.com). Letters may be edited for length and clarity.

### UNSOLICITED MANUSCRIPTS

The Ebony Cactus rarely accepts unsolicited manuscripts. We will, of course, consider such manuscripts, but we cannot take responsibility for the return of any unsolicited material. Unsolicited manuscripts should be sent to [Editor@theebonycactus.com](mailto:Editor@theebonycactus.com).

In the following sections, you might see an entry "NA". This means that the denominator in the equation equaled zero. Since we cannot divide by zero, an error is created. This should not be taken as a negative. In fact, it can be very positive. Many of the ratios are figured on debt. If you have no debt, you have a zero denominator. Frankly, I think that is wonderful. I just wanted you to know the math behind this. You should understand each ratio well enough to determine if there might be cause for concern or celebration.

### Balance Sheet

This shows the relationship of your assets, liabilities, and your net worth.

### Ratio Analysis

Now you can analyze the Income Statement and the Balance Sheet, which will allow you to see if your idea is healthy or not.

Current Ratio	Current Assets/Current Liabilities
Acid Ratio	Cash + AR/Current Liabilities
Debt Ratio	Total Assets/Total Liabilities
TIE	Times Earned Interest
EBIT	(Earnings Before Interest & Taxes)/ Interest Expense
Inventory Turn	Ending Inventory X 360/Cost of Goods Sold
Avg. Collection	AR X 360/Sales
Total Asset Turn	Sales/Total Assets
Gross Margin	Gross Profit/Sales
Net Margin	Net Income/Sales
Return on Assets	Net Income/Total Assets
Return on Equity	Net Income/Net Worth
Officers Comp	Officer's Compensation/Sales

### Dun & Bradstreet Industry Norms

None of the ratios mean anything until you can compare them to others in your industry. The "Industry Norms" are compiled on the basis of SIC Code numbers. Not all numbers are available, so if your code is not, use the closest you can find. You do not want to be in the lower range of numbers nor do you want to be beyond the highs. No one will believe you if you are higher. If you are low, it will be very hard to get anyone to fund you, as most projections are believed to be optimistic. (Available from most public libraries).

Detailed (excruciating) explanations are in the D&B book.

### RMA

Another set of industry statistics comes from the Robert Morris Associates. The same advice holds for these as for the D&B reports. (Available from most public libraries).

It is recommended that after you have compiled the above financial requisites, then the text can be completed. Please note that all of this information is an integral part of the financial information you will need for an Executive Summary:

- \* Type of business you have or are starting.
- \* If you are currently in business, how are you doing?
- \* What form your business is in - proprietorship, partnership, corporations (Subchapter S, etc.)
- \* How are you going to be profitable and how profitable?
- \* What distinguishes your business from the competition?
- \* What are the financial rewards?

**Hicks continued on page 19**



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**Organization:** Aid To Adoption of Special Kids  
**Concentration:** Foster Care & Adoption Services  
**Program:** Imani's Child  
**Contacts:** Erika Bowman-Adoption Family Specialist

**Location:** 501 E. Thomas Rd. Suite 100  
**City:** Phoenix, Arizona  
**Phone:** 602-254-AASK (2275)  
**Website:** [www.aask-az.org](http://www.aask-az.org)

**What is the Imani's Child Program?** Our goal is to educate people about the adoption system. There are a lot of stereotypes that say you need to be in your thirties or own a house to adopt and that's just not the case. There is not a special income bracket that has to be fallen into as long as the adopting person has a stable income. Applicants should be at least 21 years of age or ten years older than the child they'd like to adopt. A person looking to adopt can be single, married, divorced or widowed.

**What constitutes financial stability?** To be able to care for yourself and however many children you decide to take into your home. We do ask for a budget and we'd like to be aware of your disposable income. There is not really a set rate where we say a person doesn't have enough money. We really work with families.

**How extensive are your background checks?** The adopting person(s) must be willing to give some information about themselves. There's local clearing, FBI clearing and CPS clearing that's done. If there was something done in the past, we ask that we be told up front. At that point, we say whether we can or can not go on.

**Is the adoption process a very long?** A lot of families get frustrated because they go straight to the fees, which for some, can be an adoption turning point. We'd like families to begin with our orientation and follow through with the adoption process. Adoptions generally take 6 to 9 months to complete.

**What geographic boundaries does Imani's Child target?** We are the only program of it's kind in Arizona that specifically targets Arizona's African American child. As far as adoption, in the state, African American kids make up nearly 4 % of the population. In the Maricopa County system however, those who are African American and waiting to be adopted are about 17 percent. The average age of kids to be adopted is eleven.

**Are there socio-economic factors attached to adoptive kids?** Many of these children are from DES and have some type of CPS history. They've been neglected or they're parents have been involved in substance abuse. They may have emotional, financial or psychological issues with the parent.

**How do local churches fit into the Imani program?** Churches are where African Americans come together. People in churches have a bond with their church pastors. If pastors have buy - in with Imani's Child and One Church - One Child (an adoption recruitment ministry), then our programs can go farther.

**What happens children who age-out of the systems?** There are some programs to help older kids transition. Once the kids leave the foster care/ adoption programs, they can go to group homes. Unfortunately, it is not that family setting that they've become used to. It's rare that they age out of the system and bloom, it's really tough for them.

**Assessment:** Imani's Child Program is in need of community assistance, especially for its older children through mentors, committed adult foster/ adoptive parents, life skills and employment assistance.

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# The Job Search Pt. 1

Special guest lecturer: Ella Dawson



**Ella Dawson** is the Business Department Chair and instructor of Everest College, (formerly Rhodes College), in Phoenix, Arizona. She is the senior staff member, with fourteen years, at the college and is currently responsible for three program areas of Accounting, Business Administration, and Office Management and Technology. Each program offers an Associate of Applied Science Degree. She has also worked in the position of Area Director with the Arizona Cactus-Pine Girl Scout Council, in Phoenix, and was the first Black female supervisor at Brown & Williamson Tobacco Corporation, in Petersburg, Virginia. Her undergraduate and graduate studies were completed at Virginia State University. For related questions and answers, forward them by e-mail to:

[mandedawson@qwest.net](mailto:mandedawson@qwest.net)

In this day and time since September 11, a chain reaction of events have taken place that can affect all working African Americans in this country, especially the Black male. Arizona is no exception. Therefore, to help individuals stay abreast of the trends in the job-search process, take these tips for what they are worth.

I am the Business Department Chair at Everest College, formerly Rhodes College. I not only administer and run the Business Department, but I also instruct several classes. One of the classes I work with is Career Skills. All students preparing to graduate from the college must take this class.

To begin with, as we prepare the process of the job search, we must begin by examining ourselves. Identify your interests, abilities, personality, and values. In other words, do a self assessment. Until you know what you like, don't like, will do, or are not willing to do, people will always struggle to determine what job opportunities to target or pursue.

A personality profile will help to identify your personality and character traits. Use a profile that will ask questions dealing with poise and confidence, work habits, time management, initiative, knowledge and judgment, what one might say, do, think or like, to name a few. Do a performance evaluation on yourself and ask a supervisor, instructor, or friend (who will evaluate your performance as they see it), to do one on you also. Compare the two and see how close the second evaluation comes to what you have checked. There are no right or wrong answers. Work on any areas that are checked sometimes, never, or no. The process is designed to identify strengths and weaknesses, that perhaps you didn't know were there. Be sure to use a profile that will provide some form of interpretation of the results. Your strengths and weaknesses can be used later during the interview process when you are asked the question, "Tell me about your strengths and weaknesses". If you know yourself, you can express those areas intelligently instead of indicating, "I don't like to get up in the mornings", or "I can lift heavy objects with no problems". These are not quite the answers employers are looking for.

Secondly, do a profile on the state in which you live. Note the job opportunities by education, occupation, salary range, and percent of change based on the Bureau of Labor Statistics. The tools that will help you quickly will be the computer and the internet. We must invest and have a computer in the home so that the research can be done in private and time can be devoted to the process without the interruption of fellow workers knowing what you are up to. Other resources include the library as well.

Understand that the real job-search process, if done correctly, can be a full-time job in itself. If you follow the steps outlined in these articles, you can be successful in your pursuit in the job-search process.

The next segment will deal with employers expectations.

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## Business Profile



**Business:** John Allen's Arizona Body Sculpturing  
**Owner:** John Allen  
**Location:** The Falls at Ocotillo- Chandler, Az.  
**Phone:** 480-917-7270  
**Website:** [www.JohnAllensAzBodySculpturing.com](http://www.JohnAllensAzBodySculpturing.com)

**Type of Business:** Personal Body Sculpturing/ Training  
**Years in Operation:** 22 years total ( Chandler facility: 5 months)  
**Clientele:** Professionals/Professional Athletes  
**2001 Revenues:** \$300,000 ( Tempe facility only)  
**Projected 2002 Revenues:** \$1 Million (Both Facilities)

**In what year was your company founded?** It was founded in 1981.

**What type of facility is John Allen?** We are a personal training facility. We provide a variety of services including: a cardiovascular program and have nutrition counseling. We do everything for the client that they might not be able to do on their own. We are the motivator behind the client and their program.

**Would you explain Body Sculpturing?** Body sculpturing means a lot. It means the way you work out to show your body as art. It means going from being over - weight to toning up the body and giving the client that very nice energy look, instead of the athletic look to the body.

**Where is your Tempe facility located?** It's located at Warner and Rural in Tempe.

**Why did you locate your second facility in the Queen Creek/ Chandler area?** First, there were no training facilities in Queen Creek. Second, a group of friends of mine built a center out here and asked me would I want to come out and put an exclusive training facility in their new building.

**Did you locate at "The Falls", by design?** Yes, there is the La Bella Day Spa here in which we do a lot of work. We do all their pamper packages. With an all day pamper package at the spa your first stop would be with us. We do the training, upstairs is the spa and Tomaso's provides the lunch.

**Have you owned any other fitness businesses?** Yes, I started Fit for Life. It was the first in the country to have a mobile gym to come to your home. I sold the company in 1991 to three doctors in Scottsdale. Through Fit For Life I gained national recognition by being on television's Good Morning America with Erma Bombbeck. Every local television station has done a special report on me.

**How did you enter this business?** I was in college and received a knee injury that forced me to change my career. My dream was to play in the NFL. My wife Cindy asked me why was I giving away my knowledge for free when I could turn it into a business. She encouraged me to become a personal trainer.

**How long did it take to prepare your business plan?** Three years

**Was it difficult to develop a full client schedule?** After the first couple of months I only had two clients. I asked my wife how was I going to pay the bills. Later, my clientele grew and I never looked back. It took about four months to develop a full schedule.

**Did you complete it without the assistance of others?** No, there were a lot of people to help me but, I have no investors. **Connelly Wolfswinkel** who is a developer in the east valley and **Richard Anderson** who is a good friend and client help a lot. Richard gave me an opportunity to move into one of his locations in Tempe. He is also part owner of the property in Ocotillo where our new facility is located.

**How do you compare to other gyms in town?** They're all about numbers. John Allen's Body Sculpturing is about people. We care about our client achieving their goal. We are a 3,000 square foot facility. We're like a little country club where clients can tan, buy supplements, work out or buy work out clothes. We are a one stop shop.

**Allen Continued on Page 23**

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## Business Profile



**Name:** Plant Chow Products  
**Address:** 1038 N. Tustin Ave Suite 300  
Orange, California 92687  
**Phone:** 949-655-3000 x8760  
**Email/Web:** [Plantchow@plantchow.org](mailto:Plantchow@plantchow.org)  
[www.plantchow.org](http://www.plantchow.org)  
**President:** David Kelley  
**R&D:** Eldridge Eatman  
**CFO:** Timothy Coffey

**How old is your company?** We started up in 2001.

**What are your companies products?** We manufacture a 100% organic fertilizer. There are two versions of our Plant Chow that address three different markets: Concentrated for horticulture and residential uses and Super-Concentrated for production agriculture.

**What is your mission?** To become the preeminent worldwide supplier of super 'Fully Organic' plant food products to the 'do it your selfer' lawn care specialist and gardeners, 'professional horticulturalists', (including, but not limited to nurseries and greenhouses) and to the Agricultural Industry 'high volume' producer.

**Explain the meaning of your mission statement?** Our mission is to reach the masses so that our kids and our kids, kids will have a chance in life, by cleaning our water and our land. To do this, our prices will be low enough so that everyone can afford to use our products.

**What marketing vehicles do you use?** Our marketing area is world wide. To reach it we use a combination of the WEB, Trade Shows, Magazines and Word of Mouth.

**What are your long range goals?** For Plant Chow to be recognized as one of the best plant foods on the market. Our revenue goal is to reach 50 million in sales by 2004.

**Are you meeting these goals?** Yes, we have tested our product and the people like it. Now we must raise the capital to expand its availability. We can do this if we follow the 4Es.

**4Es?** Educate the Public, Engineer the product's uses, build Enthusiasm, Enforce, that is follow the USDA organic rules.

**Are your products certified organic?** Absolutely, by the State of California.

**How do you know if your company is moving in the right directions?** When we move in right directions, barriers that could impede our progress are overcome easily.

**How did you get started in this business?** Two of us (Kelley and Eatman) served in the Marine Corps and did duty in Viet Nam. While there, we saw how well the local plants grew. We knew if this process could be duplicated, there would be a market in the U.S.

**What advice would you give your fellow entrepreneurs?** Business is like a marriage. It must be "US", or "WE" or "OUR". It can't be "I". There must be honesty between you, trust. You must go in the same direction and be focused.



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Cups \* Menus \* Backpacks \* Pins \* Coffee Cups \* Displays \*  
Lanyards \* Water Bottles \* Disposable Cameras \* Bumper  
Stickers \* CD/Diskette Holders.....

# Beyond the Box

Comments by Arizona Secretary of State, Betsey Bayless



As part of his Success 101 lecture later in this issue, the Rev. Dr. George B. Brooks, Sr., gives the following advise: *"Be eclectic in your outlook. Research an issue, explore all the thoughts on the matter and then come up with something of your own. Because there are intellectual discussions on issues by individuals, a distillation of these may help you to clarify your own thoughts."* To this end, we believed it would be useful to provide glimpses into the thinking of a variety of successful people. The first to kindly accept our invitation was **the Hon. Betsey Bayless Arizona's Secretary of State** and candidate for Governor. Her topic, Success.

I once heard the story of a little boy who goes out to play with a bat. He stands on the plate and says, "I am the greatest batter in the world." He throws the ball into the air, swings and misses the ball. Again, he throws the ball into the air, swings, and misses; and for a third time, he throws the ball into the air,

swings, and misses. "Wow," he says, "I am the greatest pitcher in the world!"

What made this boy successful? He studied what interested him. He met challenges, but continued to practice and work hard. When necessary, he adjusted his game plan as he identified his strengths; but he stuck to his long-term goal to be his best.

I am convinced that education is the groundwork for all you want to do later in life. When I graduated from college, I was interested in international banking. As the top student in the University of Arizona's Latin American Studies program, I believed I would receive the annual scholarship to a prominent graduate school. Someone read the fine print just a few weeks before graduation and discovered that the scholarship could only be awarded to a male student.

Remember that not getting what you want is sometimes a wonderful stroke of luck. Sometime we take a step backwards, reevaluate and move toward larger goals. The challenges in my early experiences helped shape my career and education.

Preparing to meet opportunity has been the story of my life. When I faced the challenge that professional banking advancement positions were only awarded to men, I changed my game plan and went back to school to prepare for a career in public service. I earned a Master's degree in Public Administration. I worked hard and moved up from an intern position to the Director of the Arizona Department of Administration.

As Director of the Arizona Department of Administration, I chaired the Governor's annual budget, and established administrative policy for Arizona State Government. But, a few years later, a new Governor gave me my walking papers.

This temporarily shook my confidence. Remember that everyone has self-doubts. I noticed that successful people practice appearing self-confident. I decided to apply this skill to my own life, and I improved. It is how you handle the tough times, not the

easy times, that is the basis for how others will judge you. This is the true test of strength.

Experiences and adversities build character and drive and can create commitment and stability. I used this step backward to recommit to my long-term goals.

After a brief sabbatical, I began work as an investment banker with a prominent firm. I subsequently was given the opportunity to serve as Maricopa County Supervisor for eight years. Twice during my service with Maricopa County, my fellow board members elected me Chair of the Board. In 1998, I was elected Secretary of State, and today I am a candidate for Governor of Arizona.

George Bernard Shaw said, "When I was young, I observed that nine out of ten things I did were failures. So I did ten times more work." Opportunities came to me because throughout my life, I stayed prepared, and I worked hard. My advice to others is to recognize opportunities and be prepared.

Do not allow a few steps backward to hinder you from your long-term goal.

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**Financial Goals Table**

The data for this table is available from the Proforma Financials (Stock Analysis).

**The Management**

Include either your resume (if proprietor) or short biographies (if partnership or corporation). Be sure to include all experience and information pertinent to this type of business. Then you will need to include a section on duties and responsibilities. This might incorporate a simple organization chart. Include salaries.

**[Product, Service] Description**

The readers of your business plan will want to know exactly what your product or service offering is. The length of this section is in direct proportion to the complexity of your service or product. The complexity of your description will also be dictated by the audience your business plan is addressing. Investors may not understand all of your technical lingo, whereas a partner with a technical background will want to see it all.

**Objectives:**

**Long Term**

State very simply what your firm's long term objectives are. Long term should be considered 5-10 years. Pithy statements such as "market leader", "most profitable", etc. are obvious. What you need are clear direct statements of intent.

**Short Term**

Short-term goals are those to be met within 5 years. Again, avoid pithy overused marketing mumbo jumbo and just state your intent backed up with a plan. Short-term goals should mesh invisibly into and support long term goals.

**Competitors**

List all your competitors along with their respective strengths and weaknesses. Discuss how you will compete against these strengths and weaknesses, if you intend to do so directly.

Hicks Continued on Page 20

**Who are You?**

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

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 who's 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 enhance 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 travels with The Ebony Cactus where ever it goes.

The Ebony Cactus magazine is a powerful source of potent information for small and large businesses alike. We encourage you to use this service and allow us to help your business grow. If you would like to know more, drop us a line at: [publisher@TheEbonyCactus.com](mailto:publisher@TheEbonyCactus.com). Let us help you Make It Happen!

## Hicks cont from pg 20

### Our Competitive Advantages

Unless you can distinguish yourself from the competition, you may have a rough go of it. It is very important that you have an honest appraisal of your company strengths and weaknesses as well as the strengths and weaknesses of your competitors. Some may prefer to switch this section with the section on Competitors". However, if you have multiple products with different competitors, use a separate section for each product and examine the competition there.

Make sure that you speak to all of your competitors' strengths and weaknesses whether you intend to meet them or not, as well as how these strengths and weakness will affect your business. This section should also be divided between "Product" and "Service".

### Pricing

You will need to discuss at what price you will be offering your products or services. Respond to the following questions:

- \* How did you calculate this price?
- \* How does this price compare to your competition? Remember that price competition for a startup company is usually deadly for the Startup Company. It is better to offer more services or tangible benefits with a higher price.
- \* What pricing policy are you following (cost plus, market, seat-of-pants, etc.)?

### Specific Markets

If you are entering several markets at once (not a good idea unless they are very compatible or the single line of products or services you are offering cross market lines) it is mandatory that you discuss your strategy for each market.

### Targeting New Markets

In order to keep growing, you will need to either expand into your present market or address other markets. How are you going to do this?

### Location

For many businesses, the location where you run your business is extremely important. This is true for manufacturing, distribution or wholesale businesses as well as many service industries and product-based industries where being close to clients and customers is very important.

These are my minimum recommendations for an effective business plan. Bear this in mind, every short cut that you take with your business plan weakens its' strength. Recalling what my grandfather taught me, "do business in a business like manner and you will have no business like repercussions, that could have been avoided."

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[www.theebonycactus.com/tecmar02.pdf](http://www.theebonycactus.com/tecmar02.pdf)

### Download April Edition Vol.1. #2

[www.theebonycactus.com/tecapl02.pdf](http://www.theebonycactus.com/tecapl02.pdf)

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At 76 (though he does not look it) the **Rev. Dr. G. Benjamin Brooks Sr.**, is an elder statesman among his ministerial peers in Phoenix. He is married to Lula D. Brooks and has two children: George, Jr. and Susan Morris. They have five granddaughters; LuLaura, Haley, Amber, Hasina and Miracle and two step granddaughters living in Phoenix Andrea and Amanda and daughter-in-law Angela.

Rev. Brooks is the founding pastor of the Southminster Presbyterian Church and served as its spiritual leader for forty-two years. A scholar in the field of theological and educational studies, Dr. Brooks earned a B.A in education from Johnson C. Smith University, a Master of Divinity from New York Theological Seminary, a Masters of Education from Arizona State University; and from San Francisco Theological Seminary, a Doctor of Ministry. In 1995, the Johnson C. Smith Seminary and the Interdenominational Theological Center awarded him the Doctor of Divinity Degree (Honoris Causa). He is an active member of Kappa Alpha Psi Fraternity Inc.

**The following are my keys to success:**

1. **Do things decently and in order.** If you don't do this, you become haphazard in your planning.
2. **Plan well.** I believe what one does today has consequences for the future. We call this existentialism.
3. **Live with the decisions you make.** Do this to avoid the constant criticism of self.
4. **When a decision has been made, be not afraid to change course if you must, if the evidence shows that decision was wrong.** It is important that one does not persist in a proven wrong course of action.
5. **Have a healthy respect for the knowledge of other people.** They can help you to clarify your own hypotheses.
6. **Be able to grid an issue, to look at a situation and present a variety of possible scenarios.** Because there is a recognition that no single answer is necessarily the ultimate answer.
7. **Refuse to allow individuals or situations to control you.** Because if you do, then you are persuaded by every wind of doctrine.
8. **Use penultimate goals to achieve ultimate goals.** If a man does not know where he is going then he does not know how to get there.

9. **Be eclectic in your outlook.** Research an issue, explore all the thoughts on the matter and then come up with something of your own. Because there are intellectual discussions on issues by individuals, a distillation of these may help you to clarify your own thoughts.
10. **Believe in values clarification.** Does what you do impact people or does it help them and you?
11. **Don't hold grudges against those who would offend you.** Grudges can lead to hate and hate is destructive.
12. **Be ready to give more than you expect to get.** For if you give it, you are going to get it.
13. **Stick to the job.** Always want to see what the end is going to be.

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 AN INDEPENDENT MEMBER BROKER 

# Coming Attractions: Rebuilding the River: The Phoenix Rio Salado Project

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



The Phoenix Metropolitan area is sustained by water diverted from seven rivers, eight if you include the Colorado. The most important and visible of these are the Salt river which runs through the

southern portion of the city where it joins with the Gila river on the west side. There was once a forest along the Salt that extended all the way to Yuma. Regrettably, since the water was diverted to irrigation and municipal uses, the Salt has been but a dry wash. An unsightly gash and dumping ground which many would like to forget. It is the dividing line between the "good" part of town and the "bad". Between the "haves" and "have nots". Times however, are changing.

Construction is underway on the Rio Salado Habitat Restoration Project. When finished, five miles of the Salt River through Phoenix from 24th street to 19th avenue, will once again be a living stream with native trees, lakes, fish, and recreation. Rio Salado is the second part of a grand vision to restore the Salt/Gila from one end of the Phoenix metropolitan area to the other. The Tempe town lake was completed several years ago, the Tres Rios and El Rio restoration projects are located to the west and the Va Shly'ay Akimel project shared by the City of Mesa and Salt River Pima-Maricopa Indian Community will be upstream to the east. The 85 million dollar Rio Salado project is 65% funded by the federal government and 35% funded by the City of Phoenix. Features of the Rio Salado Project will include:

- 10 miles of recreational and interpretive trails for humans and horses.
- Wells and a water delivery system to bring water to the trees and other vegetation, wetlands, canals, ponds and streams.
- Water, shelter, space and food for wildlife.
- An environmental education center.

The Rio Salado and associated projects will do more than simply create new city parks, there are a number of practical benefits as well:

## Environmental improvement:

The Salt and Gila Rivers have been the dumping grounds of the city. Over the years, the old waste sites have become increasingly unstable. Those readers who witnessed the tons of garbage that

were strewn from Mesa to Buckeye as a result of the 1993 floods can attest to this. In addition, water percolating through these old land fills push toxic wastes into the ground water resulting in clean up efforts that can take years. The Rio Salado and related projects will stabilize as many of these sites as possible, reducing the hazards today and to future generations.

## Flood control:

As they have in the past, one day the Salt will flood again. Over the years, the city has encroached on this river narrowing the channel. At the same time, an invasive exotic plant known as salt cedar (Tamarix) has been growing pervasively in this environment, literally clogging the river up. Thus when the floods come, the water has no where to go but potentially on someone's land. The Rio Salado project will remove the salt cedars and clear and widen the channel. The native plants that will replace the exotics (cottonwoods, willows and mesquites) are adapted for Arizona flood conditions and will not significantly impede the flow.

## Rio Salado Web Pages:

[www.ci.phoenix.az.us/NBHDPGMS/rioproj.html](http://www.ci.phoenix.az.us/NBHDPGMS/rioproj.html)

Rio Salado Information

[www.ci.phoenix.az.us/NEWSREL/riobb.html](http://www.ci.phoenix.az.us/NEWSREL/riobb.html)

Beyond the Banks article

[www.ci.phoenix.az.us/PLANNING/btbindex.html](http://www.ci.phoenix.az.us/PLANNING/btbindex.html)

Beyond the Banks Information

## Beyond the Banks:

Bordered by the South Mountain Village and Central City Village divisions of Phoenix, the "Beyond the Banks" study area surrounds the Rio Salado project and is defined by Interstate 17 on the north, 32nd street on the East, Broadway Rd. On the South and 19th ave on the West. Developed in 1998 by a citizens advisory committee, the Beyond the Banks vision focuses on the integration of the community environment with the environment of the river. Nearby communities and businesses will be encouraged to build along the theme of the river. Living rivers draw life to them. It is hoped that the revitalized river will become the same magnet for development and beatification as was the Indian Bend Wash and Town Lake projects for Scottsdale and Tempe.

Continued on page 23

**Opportunities:**

The six river restoration projects mentioned here represent nearly 600 million dollars for design and construction. Operations and maintenance is estimated at least one million dollars per section per year over the proposed 50 year life of the projects. The dollars needed for design, construction, operation and maintenance of the "Beyond the Banks" and similar developments could extend into the billions. Potentially hundreds of thousands of people will visit the project annually to recreate and enjoy. Hundreds of thousands more will work in close proximity. With them, will come dollars and with dollars opportunities for business.

If you would like to know more about the Rio Salado Project and how you, your business, organization or community can participate, contact, Karen Williams, the City of Phoenix Rio Salado Project Coordinator at (602) 262-4717 or 2000 W. Washington Street, 12 Floor, Phoenix, AZ 85003 or [karen.williams@phoenix.gov](mailto:karen.williams@phoenix.gov).

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**Allen continued from page 10**

**Who are your clients?** Doctors, professional athletes, college and high school students. I've trained Eric Swan who's an ex - Arizona Cardinal and Barry Bonds of the San Francisco Giants just to name a few.

**How do you market?** Word of mouth. I've been around so long people know what we have to offer. I get results and I have the best trainers.

**What have you learned most in this business?** That if you take care of people, people will take care of you.

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**Scratches continued from page 10**

**Why did you develop Scratches?** Scratches was actually the beginning of another film. The project was beginning to become a very long movie. I wanted something that I could produce now.

**Do you have a formula for selecting actors and actress?** No, it's really a matter of if the person works or not

**What are your plans for the future?** I'd like to direct a feature length film. I am also looking for scripts that I'd like to direct and I'm looking at possibly working with some people out of New York.

**With Scratches, what's the message you're trying to convey to the public?** The message is that you can not fulfill your emotional needs through physical gratification.



**Enterprise Community is Diamond in the Rough**

By: Angela Miller-Brooks



When driving up Seventh Avenue headed north from I-17, Castro's Cuba or an under-developed town in the Mississippi delta come to mind. Some people feel this blight stricken area is the shame of the nation's sixth largest city-Phoenix. Fortunately, there are others who perceive this crime and drug afflicted neighborhood as a diamond in the rough. Located at 7th Ave and Buckeye, an organization that is committed to changing the Enterprise Community into a beautiful, thriving neighborhood is the Phoenix Revitalization Corporation.

Phoenix Revitalization Cooperation's Marvin Martin, a Community Organizer of Outreach said, " A group of ASU students came in and did a study. Out of that study there were nine concerns of the community. Additionally, the residents came together and developed the Central City South Task Force where they've tackled things like the no sidewalk issue in the Grant Park area. The Enterprise Community has been around since the fifties and has never had sidewalks. The children have been walking in the streets to and from school."

The district is making significant changes that will require services of valley businesses and entrepreneurs. The Matthew Henson Housing Project, one of the oldest and largest housing projects in Phoenix, is slated to be demolished and later renovated taking on a fresh new look. Government funding given to the city of Phoenix for this project comes from a \$35 Million dollar grant called the Hope Six Project. Martin said, " The grant will give people who have certain skills the opportunity to get contracts. For those in the community, they will be able to go out and start their own construction company, etc." For more information please call (602) 253-6895.

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# Are we there Yet?

Are we there yet? Have we really made it? Have we, arrived? Are we really to the point where we no longer have to worry about such mundane things as Black History Month, Affirmative Action, Black Businesses and Black Schools? Do we live in the colorblind society some African American thinkers profess? Lots of folks think so. Some however, are not so sure. Perhaps things are not as rosy as they seem or maybe they are better than we could ever imagine. On this page we will seek to test that colorblind hypothesis. As illustrated by this poem, Booker T. Washington and W.E. B. Dubois had very different view points on what was good for Black folks. On mans vision lead to the creation of Tuskegee Institute, the other to the founding of the NAACP. See if any thing they said 100 years ago sound familiar to you, today.

## "Booker T. and W. E. B." by Dudley Randall

"It seems to me," said Booker T.,  
"It shows a mighty lot of cheek  
To study chemistry and  
Greek  
When Mister Charlie  
needs a hand  
To hoe the cotton  
on his land,  
And when Miss Ann  
looks for a cook,  
Why stick our nose  
inside a book?"



"I don't agree," said  
W. E. B.

"If I should have the  
drive to seek  
Knowledge of chemistry  
or Greek,  
I'll do it. Charles and  
Miss can look  
Another place for hand  
or cook.



Some men rejoice in  
skill of hand,  
And some in cultivating land,  
But there are others who maintain  
The right to cultivate the brain."

"It seems to me," said Booker T.,  
"That all you folks have missed the boat  
Who shout about the right to vote,

And spend vain days and sleepless nights  
In uproar over civil rights.  
Just keep your mouths shut, do not grouse,  
But work, and save, and buy a house."

"I don't agree," said W. E. B.,  
"For what can property avail  
If dignity and justice fail?  
Unless you help to make the laws,  
They'll steal your house with trumped-up  
clause,  
A rope's as tight, a fire as hot,  
No matter how much cash you've got.  
Speak soft, and try your little plan,  
But as for me, I'll be a man."

"It seems to me," said Booker T.--

"I don't agree,"  
Said W. E. B.

*Courtesy of Broadside Press*

For more information on DuBois and  
Washington, we found these sites useful:

[www.who2.com/bookertwashington.html](http://www.who2.com/bookertwashington.html)

[www.who2.com/webdubois.html](http://www.who2.com/webdubois.html)

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# Arizona Council of Black Engineers and Scientists Annual Computer Camp

APPLICATIONS ARE NOW BEING ACCEPTED FOR THE 18TH ANNUAL COMPUTER CAMP.

- DATES** : July 6, 13, 20, 27 & August 3rd
- TIME** : 8:00am – 2:00pm each day
- PLACE** : ASU, TEMPE CAMPUS
- FEE** : \$35 PER STUDENT (includes class materials and meals)

- \* 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. **DEADLINE DATE: JULY 3, 2002**

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APPLICATION DETACH HERE

NAME OF STUDENT: \_\_\_\_\_ GRADE LEVEL: \_\_\_\_\_

NAME OF PARENT/GUARDIAN: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

HOME PHONE: \_\_\_\_\_ EMERGENCY CONTACT: \_\_\_\_\_

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