

[Click here to skip intro](#)

## Greetings

Welcome to The Ebony Cactus magazine  
for March 21st, 2004.

In that many of you are new readers,  
we thought we would provide  
a few hints on the best way to use the magazine.

### Hint #1. DOWNLOAD FIRST THEN READ

If it is possible to download (save) the magazine  
onto your computer's desktop

**DO SO!**

Then reopen using Adobe Acrobat or Acrobat Reader 5.0 or better.

You will find this makes the magazine far easier  
to read and all of the hyperlinks work.

Also, since the magazine is now on your desktop,  
you don't have to go back to the web to read it and  
you can now send it to a friend if you like

### Hint #2 AFTER YOU DOWNLOAD AND REOPEN, THE HYPERLINKS WORK

If your system is configured properly and the Internet is on,  
clicking on a hyper (web) link will send you by way of your default browser  
to that page. Give it a try by clicking here----->\*

### Hint #3 USE THE JUMP BUTTONS TO NAVIGATE

The purpose of the Jump Buttons is to  
make it easier for you to navigate around the document.  
For example, whenever you see the word "INDEX" by itself, click on it and it will  
jump you back to the index. Also, the index lines will jump you directly to the  
article etc.

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

Excellent!!!  
You are now ready to enjoy  
this issue of  
The Ebony Cactus magazine.  
[Click here to jump to cover page.](#)

[Click here to jump to the index](#)

# THE EBONY CACTUS magazine

Vol 3. No. 6

March 21, 2004

A New Perspective on  
Business in the Southwest

*Second Anniversary Edition*

Celebrating two years of service to the  
Minority Business  
Community.

March 2002 to March 2004

INSIDE: HOW TO USE THE EBONY CACTUS  
CO-ENTREPRENEURS

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

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With 42 editions totalling more than 1,000 pages posted,  
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the single largest, free, non-governmental  
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minority businesses  
in the Southwest United States\*

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\*According to our estimates

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**Fate formed the successful business union between husband and wife Elwin and Gene McGaugh. Owners of a Sir Speedy printshop franchise in Las Vegas, the McGaughs exemplify a new type of small business owners, the co-entrepreneurs Pg. 19**

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## Letters

Brother and Sister Brooks,

Thank you for your support of the 100 Black Men of Phoenix, Inc. African American Achievement Award. The photo of the award to The Ebony Cactus is a humbly reminder that Almighty God exhorts us to continually strengthen family and community.

Your tribute to Don Logan is a valuable dedication to another "champion of community life". Again thank you for your leadership and may God continue to bless you and your family.

Leonard & Gail Knight

>>>We don't seem to  
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Support request.  
Please send them to  
[TEC@theebonycactus.com](mailto:TEC@theebonycactus.com).  
Thank you <<<<



## Angienuity

### Growing a business on faith to become self sufficient

My thoughts on a second anniversary  
by Angela Miller-Brooks



## Editorials

A popular and prolific young wordsmith recently exclaimed he only needed one mic to reach his audience. Another pronounced he didn't need a hook to assert his poetic genius. Joining them in the faith of human ability, all I need is a keyboard, computer screen and a send button to make it happen. Arrogant to some, but to those with a dream, faith and skills that's life. There's simply no other way to be.

"If you can believe it, you can achieve it." This aphorism has remained within the pit of my soul ever since the day I heard a blazing young African American man vocalize it on a real life seventies show. He was so confident, so in-charge. I had not seen an

African American man or woman for that matter in that capacity on television before. The kicker was that he was on a major broadcasting network and others were watching. What an impact that brief episode has had in shaping my life.

Many have asked why did I become an entrepreneur? What was the concept behind Life Strategies Consulting and the Ebony Cactus? I've answered both questions in different ways over the years adding here and modifying there to the details. This year is different. When asked why and how the businesses were created I now simply remark: "It was borne of the need to become self sufficient and was kept alive by faith."

I am divulging this information because it is not only my dream to prosper in life by being self sufficient, but also my dream for you. It is my dream that you the reader, the entrepreneur, non-profit committee leader, the community trailblazer, the corporate executive, become self sufficient in whatever capacity that is relevant to your needs and causes by reading and using the information presented in the Ebony Cactus. I've seen how things work, who is behind the scenes pulling the strings. I simply want to give you a leg up with no string attached other than to help your fellow man or woman.

I feel that growing a business is chiefly done on faith. We at the Ebony Cactus would like to thank you for believing in us and growing with us. We've come this far by faith. To you be the victory in business and in life! **TEC**

## Living in America

by George B. Brooks, Jr. Ph.D

### Anniversaries

He who learns, teaches -Ethiopian Proverb

Two years ago a child was reborn. The Ebony Cactus then a print newsletter was moved to the World Wide Web. The second year of life is called the "Terrible Twos" for a reason. The child is learning to integrate the world around it with its personal needs. He or she is becoming a person and is learning the uncomfortable lesson that the whole world does not belong to them. This is also when new skills become apparent. When the child begins to show whether it has promise or not. As proud parents of 4 older and in our opinion brilliant children, our 5<sup>th</sup> child is also showing the potential for greatness.

In the two years since its birth, TEC has clearly demonstrated that it is a leader. We are pleased to see many other children following its lead. We have even seen one adult react with some surprise at the precociousness of this kid. We also get a strong feeling every time we look into its eyes that "we ain't seen nothing yet!" Already the child is beginning to run. It seems to be quick, agile and innovative. All good things if it is to survive the test of time.

TEC is a good writer and is getting more and more interested in diverse subjects. It takes pretty good pictures also. We have encouraged TEC to take risks and be willing to help people when ever possible. We have encouraged it to travel from San Diego to Las Vegas and hear the words of the people who live there. It has done well.

Watching your child grow can be as frightening as it is gratifying. For the child to progress the parents must let go of the handel bars. They must let go and find new friends and make its way in the world. The parents must have the faith in themselves and their child to trust that the write decisions will be made while it is outside of their care.

The Ebony Cactus however has shown that it is tough. When it falls, it picks itself up and keeps on going. It has also demonstrated that it has a pugnacious streak, and takes no stuff.

As parents, we are happy with our child and will love and nurture it all we can for it has still more rivers to cross. In the short term however, there is still one more skill it must pick up and when it does, watch out. We must now teach it to talk. Enough for now, on with the show. **TEC**

Index



**Just the Facts!**



**African Americans  
and HIV/AIDS**

- √ 1 out of 3 young African American men between the ages of 25-44 dies due to AIDS related complications!
- √ African Americans only make up 3% of Arizona Population, But 12 % of the states HIV/AIDS Cases!
- √ African American women are 20 times more likely to have AIDS Than non African American Women!

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**AIDS / HIV**

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**Get INVOLVED!**

The Ebony Cactus Magazine  
100 % African American Owned and Operated  
is a 2004 media sponsor for  
AIDS Project Arizona



**APPLICATIONS FOR THE STERLING AWARD-WINNING SCOTTSDALE LEADERSHIP PROGRAM ARE AVAILABLE**

**Scottsdale, Arizona**- Applications are now being accepted for the 2004-2005 class of Scottsdale Leadership (Class XIX). Deadline for application submittal is May 12, 2004. Applications are available by calling the Scottsdale Leadership office at 480-627-6710 or on the website at [www.scottsdaleleadership.org](http://www.scottsdaleleadership.org). Scottsdale Leadership is seeking representation from a wide cross-section of the community for Class XIX which will begin in September, 2004.

Each year, up to 40 established or emerging leaders are selected for participation in the award-winning core program, a nine-month interactive curriculum which focuses on all aspects of our community and the critical role of volunteer leaders. Scottsdale Leadership members form a personal bond and professional network with classmates and graduates. They become an integral part of the vital network of community resources and experts who actually make the decisions on how Scottsdale will grow and evolve. Some have said that Scottsdale Leadership members have earned a "Ph.D. in Scottsdale." It is easy to see why Scottsdale Leadership is a primary resource from which civic, philanthropic, and cultural organizations draw their future leaders.

- Candidates for Scottsdale Leadership should meet one or more of the following qualifications:
- Ⓜ Volunteer participation in one or more community organizations
  - Ⓜ Represent a unique and important perspective about a particular aspect of our community
  - Ⓜ Desire to improve the Scottsdale community through their time, talent and resources

Scottsdale Leadership is dedicated to *Developing Tomorrow's Community Leaders* and is supported by

a wide range of businesses and organizations in the community. The program was created in 1987 to prepare motivated individuals who want to lead Scottsdale now, and through our future challenges. Scottsdale Leadership is a balance between the principles of community trusteeship and servant leadership and our three core values: Commitment, Diversity and Integrity. In our 18th year, the program has graduated more than 500 men and women who participate in civic and philanthropic organizations in Scottsdale and throughout the Valley.



**The Sixth Annual Marks of Excellence Awards**

**Phoenix- Arizona- The Sixth Annual Marks of Excellence Awards** are given to public administrators who have made significant contributions to the field of public service and to individuals who have made outstanding contributions to the community. This year's recipients are: Mr. Frank Fairbanks-City Manager; City of Phoenix, Ms. Jean Williams-Judge Pro Tem, Municipal Court/City of Phoenix. Mr. James Fontenet, CEO Complete Skycap Services Inc. will receive the special community service.

Event data:

- Thursday, March 25, 2004 5:30pm
- Phoenix City Hall, Atrium, 200 W. Washington

**ABOUT NFBPA:** The mission of the NFBPA is embodied in the organization's commitment to strengthen the position of Blacks within the field of public administration; to increase the number of Blacks appointed to executive positions in public service organizations; and, to groom and prepare younger, aspiring administrators for senior public management posts in the years ahead.

**Contact:** Alexandra Jones 602-256-4182

**Get Connected: Family Business**

**EC BEST FAMILY INFORMATION - LINKS**

Market Buzz- Books  
[The Guide to Family Business Financial Success by J. Richard Emens](http://www.themarketbuzz.com/financial_links_a-o.html)  
[http://www.themarketbuzz.com/financial\\_links\\_a-o.html](http://www.themarketbuzz.com/financial_links_a-o.html)

# BizNet Calendar

## Arizona

March 23

### **Phoenix Forum**

Location: Phoenix. Time: 11:30am - 1:30pm. Speaker: Dr. Bob Arnot, NBC news correspondent 11:30 am - 1:30 pm- Arizona Biltmore Resort & Spa, 2400 E. Missouri Ave.

April 2

### **Business Networking- First Fridays Phoenix ( FFP), The Wedding Expo**

Location: Phoenix. Time: 6:00pm- 1:00pm. Focus- The Bridal Industry: Products, Services, Marketing. FFP will hold its Wedding Expo and networking event at the Airport Marriott showcasing the latest in the industry.

April 4

### **Historically Black Colleges & Universities (HBCU) Scholarship Banquet and Fundraiser**

Location: Scottsdale. Time: 2:00pm. This event is will include live entertainment, special invited guests, great food, a silent auction and raffle, and more. Tickets are \$50 per person and can be purchased by contacting Debbie Young at [HBCUAZ@aol.com](mailto:HBCUAZ@aol.com) or by calling 602-405-3718. RSVP . Seating is limited.

April 16

### **Black Women's Task Force 16th Annual Conference**

Location: Tucson. Registration begins at 7:00am. The conference will be held at the Radisson Tucson City Center, 181 W. Broadway Blvd. To attend contact Edria Johnson at 520-296-5370.

April 21

### **Business Technology Forum**

Location: Downtown Phoenix. Time: 7:30 - 9:00am This event's topic will be "Creating a retention culture in a short-timers world". Speaker- Marnie Green, Principal Consultant, Management Education Group. The Arizona Club, 201 N. Central Ave., 37th Floor. [www.phoenixchamber.com](http://www.phoenixchamber.com)

April 30

### **University of Arizona Black Phenomenal Woman Award Dinner**

Location: Tucson. Time: 6:00pm Reception followed by dinner and awards at 7:00pm in the Grand Ballroom. The Honoree for this event is Sandra Taylor, Senior Vice President of Campus Life. To attend contact: Tina Johnson at 520-621-4407 or email: [tina@uarizona.edu](mailto:tina@uarizona.edu).

### **Professional Women's Roundtable**

Phoenix Chamber of Commerce Board room, 201 N. Central Ave., 27th Floor (meets every 1st Tuesday)  
Call: 602-495-2195 or visit [www.phoenixchamber.com/out\\_Events.cfm](http://www.phoenixchamber.com/out_Events.cfm).

## California

March 25

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

Location: San Diego. Time: 12:00 noon. Monroe's Cafe 7404 University Ave., La Mesa. Guest Speaker Jimma McWilson, Executive Vice President & CEO, San Diego Urban League. \$18 members (tax deductible); \$20 non-members Please RSVP to Chamber. For more information, phone: 619-262-2121 or e-mail: [Info@sdraacc.org](mailto:Info@sdraacc.org): [www.sdraacc.org](http://www.sdraacc.org)

*Continued on the next page*

*Continued from the previous page*

## California

March 27

**San Diego Regional African American Chamber of Commerce Small Business Workshop Series. Session #1 Do you know your industry?** Cost: Members \$20/Non-Member \$25. For more information: Phone: 619-262-2121. Fax: 619-262-3841, [Info@sdracc.org](mailto:Info@sdracc.org): [www.sdracc.org](http://www.sdracc.org)

April 2

**First Friday's San Diego (FFSD) Monthly Business Mixer**

Location: San Diego. Time: 5:30pm-8:00pm. For more information visit: [www.ffsd.com](http://www.ffsd.com).

April 29-30

**Minorities in Special Events Conference**

Location: Long Beach. This two day event will be held at the Renaissance Long Beach Hotel. For more information E-mail : [minoritiesinspecialevents-subscribe@yahoogroups.com](mailto:minoritiesinspecialevents-subscribe@yahoogroups.com).

## Nevada

March 26

**Las Vegas Urban Chamber of Commerce Monthly Luncheon**

Location: Las Vegas. Time: begins at 11:30am and will be held at the Palace Station, 1048 West Owens Avenue. Guest Speaker, Lacy Thomas, CEO, UMC. Fee: \$20 for members; \$25 for non-members and ALL walk-ins. RSVP by Wed., March 24, 2004 at 702-648-6222. For more information call: Ph.: 702 648-6222, Fax: 702 648-6223 or E-mail: [info@urbanchamberlv.org](mailto:info@urbanchamberlv.org). Sponsored by UCC.

**Southern Nevada Black Nurses Association (SNBNA)**

Location: West Las Vegas. Time: 11:00 am . Meetings are held on the second Saturday of each month and at the West Las Vegas Library. The President is Donnetta Miller-Kyle, RN, BS. Contact the SNBNA at P.O. Box 270586, Las Vegas, Nevada 89127. Phone: 702-615-3575; fax 702-645-4708: [www.snbna.org](http://www.snbna.org).

**Professional Black Women's Alliance**

Location: West Las Vegas. The Women's Alliance meets the second saturday of every month at the West Las Vegas Library. The address is 951 W Lake Mead. To attend call: 702- 631-0000.

July 22

**The Delta Sigma Theta Sorority 47th National Convention**

Location: Las Vegas, July 22nd through July 28th. For more information call: 202-986-2400 or visit the website at: [www.deltasigmatheta.org](http://www.deltasigmatheta.org). Email: [dstemail@deltasigmatheta.org](mailto:dstemail@deltasigmatheta.org). **TEC**

### **Get Connected: Family Business**

#### **EC BEST FAMILY INFORMATION - LINKS**

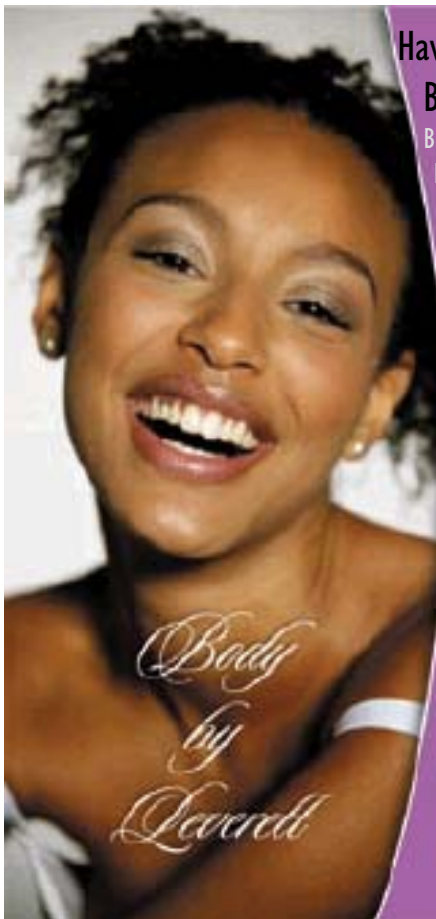
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**Angela Miller- Brooks Life Strategies Consulting - HR/PR**  
PO Box 24982 Tempe, Az 85285  
[LSCPHX@AOL.COM](mailto:LSCPHX@AOL.COM).  
Ph: 602-821-8191 Fax: 602-437-8852.

**\* Ebony Cactus Magazine\***

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Fax resume and cover letter to Attn: Angela at: 602-437-8852, Mail to: PO BOX 24982 Tempe, AZ 85285, Email: [publisher@theebonycactus.com](mailto:publisher@theebonycactus.com)



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## How to use the Ebony Cactus

### Bringing worlds together

Allow me to ask you a question. Do you wish for your company to be successful? I suspect the answer is yes. If you do, then read on. In the following pages, we will describe a simple set of tools that will help you meet your goals. However, to appreciate these tools, you must first understand their history.

The concept of The Ebony Cactus was born in 1995 out of need and frustration. It was clear in the Fortune 100 work place of that time, there were distinct separations between blue collar, white collar and executive personnel. There was a separation of knowledge. There were disparate goals. There was a distinct inability to understand the value of connections between personnel at all levels. The blue collar workers were the ones taking the white collar concepts and making them real. The executives had the vision. However, corporate leaders forgot to include the employees in the plan and the employees did not buy in to the corporate dream. The result was stagnation and corporate death.

### Swiss Army Knife

The Ebony Cactus newsletter (at that time) was to be a multiple use appliance. A Swiss Army Knife of sorts to bring these diverse worlds together through self sufficiency and empowerment. Through the Ebony Cactus, new avenues for media exposure would be opened up for people who would not normally had an opportunity to be known. A chance to have that 15 minutes of fame we are all promised and then a chance to build on it. Minorities had limited access to the media. The Ebony Cactus would be a media outlet and put a different spin on professional minorities and entrepreneurs than the "traditional media."

The newsletter was to be a connection between corporate and minority. A connection between executive, white collar and blue collar. By

presenting information that was normally hidden, but useful across the spectrum, the newsletter would be that bridge between all of those who sit at the table.

Along with the magazine, the dream was to develop in-depth and interesting conferences that would provide real time useful tools that could be put directly to work in the work place. Tools that would empower the user and broaden their horizons. Tools that would bridge the gap between the blue collar, white collar and executive worlds.

Most importantly, all parts of this new vehicle empowerment would work together, each tool enhancing the other.

### Nine years later

Today the players are different, but the problems are the same. Where executives and employees once had to communicate to make a good product, now majority owned and minority owned companies seek partners to achieve the same goal. As before, a sophisticated set of tools is needed to facilitate communications and to empower the participants. However, unlike before, we can now take advantage of two of the most important inventions of the past 100 years, the computer and the Internet.

"Savoir Faire" is a French term. Though the literal translation is simply "know how", this term is only applied to the craftsman. In the hands of a skilled craftsman, a simple pocket knife can yield an artistic masterpiece. Conversely, a collection of the finest tools are totally useless in the hands of the untrained or worse yet a fool. Success in business does not just happen. The prosperity of a business is directly proportional to the skill of the operator in using the tools at hand. That business person must know what tools to use, when and how. Make no mistake, wondrous things can be done by the hands of one who knows what they are doing.

### The Tool Box

As you read this, you are opening a virtual box of powerful knowledge based business tools that if wielded with skill will empower you and your business. First out of the box is The Ebony Cactus magazine.

*Continued on the next page*





## THE EBONY CACTUS MAGAZINE

The Ebony Cactus is a full color electronic business magazine. The goal of the magazine is to empower minority businesses and to bridge the gap between minority businesses and corporate purchasers through providing useful information. The format of the magazine takes advantage of the best of the World Wide Web, E-mail and print. Written in Adobe PDF format, the Ebony Cactus can be e-mailed as an attachment directly to the reader or read as a page from the web archive. It may also be downloaded directly to the reader's PC and thus accessible off line. Approximately 50% of the current reader base indicate that they saved multiple back issues of TEC in their computers for future reference.

- First edition published: March 2002
- Publication frequency: On the 6th and 21st of every month.
- WEB address: [www.TheEbonyCactus.com](http://www.TheEbonyCactus.com)
- Estimated Readership: 30,000 per issue
- Platforms: Fully Mac and PC compatible (Adobe Acrobat reader (Mac or PC) or Mac OS X-x PDF viewer.

It is hard to get a good answer to a simple business question. T.E.C. Support is a help line where the readers are encouraged to submit a question to TEC to be answered by one or several members of the magazine's panel of experts.

Amount of available information:

1,200 + pages archived at the web site creating the largest single free information site on minority business in the Southwest United States.

Demographics

60% of the readership significantly affect purchasing and/or hiring decisions for their business.

51% have annual family incomes above \$75,000.

73% have earned a BS/BA degree or better.

Editorial coverage:

Southern Nevada, Arizona, Southern California

Features

- Editorials
- News releases
- Business event calendar
- SnapShots (photo short articles of minority businesses)
- Profiles of minority businesses and the supplier diversity of major corporations and organizations.
- BizTips (business advise columns)
- Success 101: Advice from individuals on how they achieved success.
- T.E.C. Support. T.E.C. Support is a help line where the readers are encouraged to submit a question to TEC to be answered by one or several members of the magazine's panel of experts.

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How to Use the Ebony Cactus

*Index*

*Continued from the previous page*

# T.E.C. Support

## How to empower your business with The Ebony Cactus magazine

1. **Read** Each issue of The Ebony Cactus is filled with useful information. Read it, absorb it, use it! Tell your friends and associates so they may also benefit.
2. **Use the business calendar.** Hosted by both minority and majority organizations, across the three state region TEC covers there are numerous business events and seminars. All of these activities provide excellent opportunities for network, make connections and access the knowledge you need to grow your business. Not all of these are free, but they are well worth the nominal fees that are requested.
3. **Submit a BizTip.** The propose of the BizTip feature is to provide timely useful business information from an expert in the area under discussion. This information empowers the reader and the writer simultaneously. The reader is empowered by having the information and then making use of it. The writer is empowered by being recognized as an expert in his or her field and with the knowledge that they are available for future private consultation.
4. **Submit a question to T. E. C. Support.** It is hard to get a good answer to a simple business question. T.E.C. Support is a help line where the readers are encouraged to submit a question to TEC to be answered by one or several members of the magazine's panel of experts. The person submitting the question is empowered by having their question answered. Many additional readers will also be empowered for they likely had the same question.
5. **Become one of the T.E.C. support panel of experts.** As with the BizTips, as a member of the panel of experts, the answers you supply to the readers empower them, but also brings increase knowledge of you and your expertise to potential business partners or customers.
6. **Get profiled.** The more the world knows about you, the greater the opportunity to do business. Read the editorial calendar in each edition and see if your business fits the issue theme. If so, then contact the staff to see if a profile of your business is appropriate. The business profiles are free and are essentially mini Statements of Qualifications on your business.
7. **Advertising and Sponsorships.** Advertising in or sponsorship of the Ebony Cactus is the only sure way to provide continuous exposure of your business to the estimated 30,000 or more people who see the magazine every month. (See readership demographics). Advertising and sponsorship packages are available for all TEC publications and activities.

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## T.E.C. Professional Business Seminars



The Ebony Cactus professional business seminars are the first in what will be an expanding series of knowledge based business events. The purpose of the seminars are to present information on needed business skills at a level of detail that can be provided in The Ebony Cactus magazine. The first of these seminars will be hosted in the Arizona Club on top of the Bank One center in downtown Phoenix Arizona (go to [www.theebonycactus.com/tecdc103.pdf](http://www.theebonycactus.com/tecdc103.pdf) for details on The Arizona Room). Later seminar series will be hosted in Tucson Arizona, San Diego California and Las Vegas Nevada. The hand picked faculty of speakers represent some of the best in their respective fields.

### **How to use TEC Professional Business Seminars to empower your business**

1. **Attend.** The more detailed accurate useful information you have the better you can run your business. The seminar series will provide this to you. The seminars are not free, but are of very high value.
2. **Submit a topic:** If we know what you need, we will seek to provide.
3. **Become one of the T.E.C. panel of experts.** As for BizTips and T.E.C Support, as a member of the panel of experts, your talk will empower those who attend the seminar and brings increase knowledge of you and your expertise to potential business partners or customers.
4. **Advertising and Sponsorships.** As with the other tools, advertising in or sponsorship of the Ebony Cactus is the only sure way to provide continuous exposure of your business to the estimated 30,000 or more people who see the magazine every month, those who will read, hear or see the promotional materials submitted to other media, as well as those who will be attending the seminars. (See readership demographics). Advertising and sponsorship packages are available for all TEC publications and activities.

*How to Use the Ebony Cactus*

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The Ebony Cactus magazine is pleased to introduce the beginning of a revolution in the minority business media, the first on-demand audio minority business program available around the world on the World Wide Web. Pulled from the pages of The Ebony Cactus magazine, on-demand click to listen audio (high speed internet connection recommended) reports on business activities across the Southwest United States including:

- Events
- BizTips
- T.E.C. Support
- Breaking Business News
- Roundtables
- Success 101
- Business Profiles
- Financial tips
- and interviews with public and private leaders focusing on business and more.....

Updated frequently and available 24/7, Cactus Radio will be fully PC and Mac compatible using universally available programs such as iTunes and Windows Media Player. It can even be downloaded to an iPod or similar portable media player and listened to while jogging. Depending on the size of the file, listeners will have the option to have updates automatically sent as email attachments eliminating the need to use the WWW. Streaming real time events will be available in the near future. The Revolution is here and it is called Cactus Radio.

#### **How to use Cactus Radio to empower your business**

1. **Listen** Each edition of Cactus Radio will be filled with useful information. Listen to it, absorb it, use it! Tell your friends and associates so they may also benefit.
2. **Participate** in TEC/Cactus Radio events as a panelist, presenter or participant (See Ebony Cactus magazine and TEC Professional Business Seminars and The Ebony Cactus magazine).
3. **Submit a topic:** If we know what you need, we will seek to provide (see T.E.C. Support).
4. **Advertising and Sponsorships.** Advertising on or sponsorship of Cactus Radio is the only sure way to provide continuous exposure of your business to the thousands of people who will use this service. (See readership demographics). Advertising and sponsorship packages are available.

The Ebony Cactus magazine is pleased to introduce the beginning of a revolution in the minority business media, the first on-demand audio minority business program available around the world on the World Wide Web.



## The Ebony Cactus Library Card



The Ebony Cactus magazine is pleased to announce that it is now available beyond the World Wide Web. The Ebony Cactus "Library Card" is a business card CD filled with the following information:

- At least twenty four complete past issues of The Ebony Cactus magazine including the most recent edition to the CD recording date (More than 1,000 pages of valuable information).
- When available, selected segments from Cactus Radio.
- Full information on The Ebony Cactus magazine including advertising rates.

Fully PC and Mac compatible, the "Library Card" is currently available in limited numbers. It is our goal however, for a minimum of 20,000 LCs to be distributed to minority business advocacy groups, corporate CEOs, corporate diversity officers and small business people across Arizona , Southern California and Nevada over the next 12 months.

### **How to use The Library Card to empower your business.**

1. See all of the above.
2. **Advertising and Sponsorships.** Advertising on or sponsorship of the Library Card is the only sure way to provide continuous exposure of your business to the thousands of people who will use this service. (See readership demographics). Advertising and sponsorship packages are available.





# Ebony Cactus Professional Services

**Most of your needs in one place**

Building bridges to what your business can be!

TEC@TheEbonyCactus.com

602-821-8191

## **Business Management**

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Financial Plans  
Capacity Building  
B2B/B2C Connections  
Partnering  
Advocacy  
Win/Win Solutions

## **Human Resources**

Customer/Employee  
Appreciation  
Diversity Training

## **Marketing/Media**

Newsletter Production  
WEB Site Development  
News Release Development  
Editing  
Event Planning  
Trade Shows

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## Sir Speedy Printing Center

Franchise Owners  
Elwyn & Gene  
McGaugh

Phone: 702- 871-3850

Address: 4533 W  
Sahara Ave # F2

Location: Las Vegas,  
Nevada

Employees: 3

Years in Business:  
9



Co-entrepreneurs or copreneurs are an fascinating sort. The name denotes a wife and husband business team where responsibilities, operations and ownership are shared. In America, copreneurial enterprises are among the most rapidly advancing segments of small business.

Co-entrepreneurs or copreneurs are an fascinating sort. The name denotes a wife and husband business team where responsibilities, operations and ownership are shared. In America, copreneurial enterprises are among the most rapidly advancing segments of small business. Some copreneurs synergize their abilities in recognition of mutual skills in a particular professional fields such as sales and marketing, project management, organizational development, or non-profit mega fund raising.

Sometimes fate forms the union as was the case with Elwyn and Gene McGaugh, the 9- year veteran owners of Sir Speedy, an international print, copy and digital network franchise. An employment relocation from Simi Valley, California (Gene is a professor at the University of Nevada Las Vegas brought them to the gaming capital of the world and into the printing business.

“Money wasn’t necessarily the motivator for going into the franchise business” said Elwin “After transferring to Las Vegas and before the big employment shift of the late 90s, I really didn’t see anything that stood out as something I should be involved with. Subsequently, Gene and I researched an array of business types and finally agreed on owning a franchise. Owning a franchise means different things to a variety of people. For us, it’s where we felt we’d find the biggest guarantee of financial stability and profit.”

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Elwyn has always been involved in some form of office -related work and thought the move to ownership of the then copy shop would be a suitable match. “We’d only been in business a few months when we realized that printing was really the direction we needed to take since a leading competitor was becoming a multi- million dollar operation in the copy business. There was simply too much competition so we opted to expand and offer print services.

Like chameleons, reorganizing to meet service demand was the name of the game since the two were in it for the long haul. Both participated in the two- week Sir Speedy University prior to beginning operations. At the university, they were groomed for many things such as quick operational change and franchise procedures. Running a franchise is not as easy as most folks think. The corporate training we received was great, but it wasn’t nearly enough because there are so many issues that come up that a two week course simply can not prepare you for. You basically learn as you go and if your lucky, you learn from costly mistakes. We were, however, like many Sir Speedy afforded a consultant. Sir Speedy consultants do just that, consult. They perform demographic studies to see if there will be enough business to support your location selection. If not, they advise other locales that may be more suitable as far as traffic ( vehicle and pedestrians who frequent to and through the area). The Franchisee makes the decisions for such things as location, staff, etc. The McGaugh’s physical location is approximately 11,000 square feet which is just large enough to accommodate their staff of three and shop customers. The two operate well together as a husband and wife team. Elwyn directs shop operations from day to day. Gene is usually at the university. When time permits he assists where the need arises.

The Capital requirements to start up a Sir Speedy franchise ranges from \$125,000 to \$150,000 and the franchisee fee is roughly \$25,000. “The average Sir Speedy grosses about \$500,000 annually. Hypothetically, within the local demographic and conference needs of Las Vegas, a Sir Speedy could gross anywhere between \$650,000 and \$1,000,000.

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# Networking is giving

by Dave Sherman the Networking guy  
(see bio on page 4)

A friend of mine just started her own business. One of the first pieces of advice I gave her was that if she wants to grow her business, she has to start networking.

She joined her local Chamber of Commerce and started attending networking functions. Since she hadn't done much networking in the past, she learned how to network by watching the other people in the room.

These people walk around, introduce themselves, hand out business cards, and tell people how their product or service can help them. In return, they are hoping to walk out of this function with a handful of other people's business cards so they can try and sell them their product or service at a later time. There is one small problem with this method of networking - it isn't networking.

What my friend observed was prospecting and that is not networking. My definition of networking is being a valuable personal and professional resource for others and expecting nothing in return.

Plain and simple, networking is giving. It's asking yourself, "What can I do to help other people achieve their goals and desires?" Zig Zigler, one of the greatest motivational sales speakers of all time, is quoted as saying, "You will always get what you want out of life if you help enough other people get what they want out of life."

So, what's the best way to network? The best way is for you to start building connections with others by selling yourself instead of your product or service. I have surveyed many people about what is most important when they begin networking with someone. Everyone always says that selling yourself is most important. If this is truly the case, why is it that the first thing most people say when they begin networking is their name, their title, their company name, and what their company does?

I hate to be the one to break the news, but nobody really cares about what you do.

People just want to find a way to connect with you and they can't do that if all you ever talk about is your business. People want to see what's in your heart, not just what's in your head.

Connections are made by learning about people's hobbies, their backgrounds, their stories, and by learning about the things that are truly most important to them. People do business with people, not companies, and until you let someone see you for who you really are, you will never truly succeed in networking.

I have spent the past three years training people how to network like this. For most people, this is a brand new way to network. It isn't the easiest way, but it's the way to connect with the most people.

This concept of opening up your heart when you network will take some practice, especially for men. Women have been networking like this forever and that's one of the many reasons why women-owned businesses have skyrocketed over the years. Give my idea of networking a try, and you'll start to see just how easy giving of yourself can be.

## Trivia: America's oldest recorded family company

1623 - Zildjian family

The Zildjian Cymbal Company was founded 14 generations ago in Constantinople by alchemist-Avedis I. who discovered an extremely musical metal alloy to create powerful, durable cymbals.

Searching for "The Real McCoy"

Ebony Cactus is looking for the oldest, continuous African American family company in America. If you know of an African American business that is at least 100 years old and has been continuously operated and owned by the same African Americans contact us at [ecmagazine@aol.com](mailto:ecmagazine@aol.com)



## Conference Call

### UPCOMING MULTICULTURAL CONFERENCES AND SEMINARS FOR PROFESSIONALS IN 2004

Courtesy of Multicultural Marketing

#### APRIL

**Apr 19** "The Matrix Awards: Women Who Change the World," NYC, New York Women in Communications, Inc., 212-297-2133

**Apr 19-20** "11th Annual Director Days Conference," NYC, The DMA, 212-768-7277 x 1500

**Apr 21-23** "16th Semi Annual AHAA Conference," Miami, Association of Hispanic Advertising Agencies, 703-610-9014

**Apr 22** "A Celebration of Diversity - Annual Awards Banquet," Washington, D.C., National Association of Minority Media Executives (NAMME), 703-288-6501

**Apr 22-24** "52nd Annual National Alliance of Market Developers Conference," NYC, NAMD, 212-685-4033

**Apr 22-24** "Passport to Media and Marketing: Innovations, Strategies and Trends," NYC, National Alliance of Market Developers, Inc., 215-424-1412

**Apr 23-25** "Sweet Auburn Spring Fest: Multicultural Street Festival," Atlanta, The Friends of Sweet Auburn, 404-886-4469

**Apr 25** "Fiesta Broadway," LA, All Access Entertainment, 310-914-8308

**Apr 26-28** "Multicultural Branding," NYC, IQPC, 212-885-2759

**Apr 27-28** "The 2004 Annual Diversity Conference: Building Organizational Capability Through Diversity," NYC, The Conference Board, 305-531-1518

**Apr 29-30** "Minorities in Special Events Conference," Long Beach, CA, The Community Chest Productions, 310-330-0540

**Apr 29-May 2** "NMCI's 19th Annual National Conference - Diversity and Coalition Building in Times of Crisis: At Home and Abroad," Bethesda, MD, National MultiCultural Institute, 202-483-0700 Ext. 232

**Apr 29-30** "Minorities in Special Events Conference," Long Beach, CA, Community Chest Productions, 310-330-0540

# Future Editions of the Ebony Cactus

Publication date	Issue Focus
April, 2004 6 21	Federal Agencies Education
May, 2004 6 21	Travel Industry Innovative Businesses
June, 2004 6 21	Spas and Resorts Publishing Industry
July, 2004 6 21	Human Resources Technology
August, 2004 6 21	The Arts Law
September, 2004 6 21	Entertainment Medical
October, 2004 6 21	Power Networking Policy Makers
November, 2004 6 21	Non Profit Organization Marketing
December, 2004 6 21	Holiday Gift ideas Annual Index

For advertising information, contact Susan Morris at [TEC@theebonycactus.com](mailto:TEC@theebonycactus.com)

## *Sir Speedy Continued from page 20*

Las Vegas' casino industry is a multi- million dollar industry but, Elwyn doesn't feel her Sir Speedy business is effected by the casinos . "Economically, the casinos really don't impact our business. Our revenues, for example, come from local individuals, conference sales people who need last minute presentation material developed and other local businesses. whose needs are not that of the volume of the casinos. There are other businesses in Las Vegas besides the casinos.

Elwyn emphasized, "becoming franchise owners of a worldwide organization is not an easy a process. It does take stamina and a willingness to follow what's tried and true which is why a franchise can be an entrepreneur's best option for a start-up.

Headquarters in Mission Viejo, California - Sir Speedy is an international franchisor of copying, printing and document management.

## Why Advertise in The Ebony Cactus

- 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. A New Application of Established Technologies:** Unlike a web based Ezine, The Ebony Cactus does not dwell on the net. Instead, like any print magazine, is sent directly to the reader. There it resides on their computer desktop just as a newspaper would reside on the reader's kitchen table. From there the magazine can be read at any time. Macintosh and P.C. users can view it equally well. If so desired, copies can be made by the reader for their personal use. Add to this the ability to hyperlink (weblink) directly from the magazine. Now the direct link to your website can travel with The Ebony Cactus wherever it goes.

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

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Susan Morris

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[dbr6228741@aol.com](mailto:dbr6228741@aol.com)



## 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.

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Published twice monthly, The Ebony Cactus (TECH) 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 6.0. 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](http://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 TECH 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](http://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

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# Chandler Center for the Arts



March	27	Arturo Sandoval
April	3	Gaelic Storm
	23	The Tweaksters
	25	Mark O'Connor's Hot Swing Trio
May	1	Ballet Folklorico Quetzalli de Veracruz

**BOX OFFICE: 480-782-2680**

[www.chandlercenter.org](http://www.chandlercenter.org)

**Ticketmaster: 480-784-4444**



## ARIZONA PARENTING ALLIANCE

The Arizona Parenting Alliance (APA), Black Women's Task Force, Delta Sigma Theta Sorority, Inc. Phoenix Metropolitan Alumnae Chapter and the Arizona Father's & Family Coalition invites you to attend the,

**2004 African American Marriage Celebration** in honor of National Black Marriage Day, and a kickoff to APA's African American Healthy Marriage Initiative

Wednesday, March 24, 2004, 6:00 p.m. - 8:30 p.m. Doubletree Suites, 320 N. 44th St. (44th St./Van Buren)

All are welcome to attend! The event will serve as the kick-off to APA's **African American Healthy Marriage Initiative** aimed at building healthy relationship skills among youth and adults, strengthening marriages and preparing individuals for marriage. Awards will be presented to outstanding couples and individuals!

Professor Clay Dix, a retired Senior Lecturer and Professor of Social Work at Arizona State University West will serve the keynote address focusing on the necessity of restoring marriage in African American communities.

Tickets are \$20 per person, \$35 per couple. Please make checks payable to Arizona Parenting Alliance and mail to PO Box 91529, Phoenix, AZ 85066. For more information and to RSVP, please contact Cynthia Pullen at (480) 706-1927 by March 19. Hope to see you there!