

# THE EBONY CACTUS magazine

## Premier Edition

An African American Perspective on Business  
Vol. 1, No. 1 March 2002

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[www.TheEbonyCactus.com](http://www.TheEbonyCactus.com)  
Making it Happen!

# Welcome to The Ebony Cactus

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Greetings and welcome to the first issue of **The Ebony Cactus**, in short **TEC**. To begin, we'd like to answer a few of your questions about the magazine:

## What's in a name?

The saguaro cactus is the quintessential symbol of the Arizona desert. It grows no where else in the world. It is unique. A symbol of power, strength and resilience. African Americans are now moving to this desert in great numbers and changing its complexion to an Ebony sheen.

The name "**Ebony Cactus**" recognizes this fact.

## Why one more magazine with a focus on Black Business?

In this second year of the third millennium, there are no shortages of publications and organizations that focus on Black business in the southwest. For example, the San Diego Voice and Viewpoint, Arizona Informant, Arizona Black Executive Magazine, Turning Point Magazine, The Black Pages, PhoenixSoul.com, and VirtuallyBlack.com all fill the bill nicely. Numerous networking organizations including the Catfish Club, First Fridays and the Black Board of Directors work to move African Americans into the corporate folds. There is a niche however, left vacant.

The ability to "Make it Happen" is the most valuable skill any one can have and is the theme of this magazine. The Mission of **TEC** is to sing the song of African American businesses and business persons who are accomplishing this feat. Remember, in our view you are all entrepreneurs, whether you own a registered enterprise, or not.

If you have a J.O.B., you are selling your services to someone for a fee, thus **YOU ARE IN BUSINESS!**

**The Ebony Cactus** will tell the stories of your achievements so that more may be inspired to achieve as well.

We foresee **TEC** being a bridge between worlds and a bridge between people. A powerful networking tool where the story is told of Black owned business both small and large and what they can do. A place where a Motorola can discuss how business cycles affect their needs and the availability of business opportunities within their ranks. A place where large and small businesses and business people can meet, talk, synergize and prosper.

## Why "pushed" through E-mail?

According to the recent "Home Computers and Internet use in the United States", and "A Nation OnLine" reports from the U.S. Census Bureau and U.S. Department of Commerce respectively (see pages 6 and 19 in this issue), the most commonly used incarnation of the Internet is E-mail. E-mail is becoming the vehicle of choice for information exchange between friends, relations, for government and for business. It is a means of person to person communication that is changing this Nation.

It is our desire for **The Ebony Cactus** magazine to be an integral agent of that change.

We wish the words in **TEC** to travel as far as possible. We could have done what we will do here in a radio program, but once broadcast, those words are gone, lost to the ether. We could have depended on our web page, but it is mortal and limited. We could have printed and distributed hard copies, but that would limit your access.

**The Ebony Cactus** is "pushed" to you, and like a hard copy magazine it becomes yours, to read and enjoy when you wish.

If you want, you can print it out and the hard copy will look exactly as on the screen.

If you like what you read, you can send it to a friend. Unlike a web page or classic broadcast and print media, as long as there is an internet, somewhere in the world, a copy of **TEC** will likely exist and travel for more to use and enjoy.

## Making it Happen!

**TEC** is a grand experiment. A new tool for you to use to make your dreams real. Over the coming months we will be walking down many roads with you. There are so many exciting stories to tell. So with out further adieu, on with the show.....

Published Monthly, The Ebony Cactus (TEC) is an 100% electronic magazine, no hard copies will be available. To receive it, you need a recent model P.C. or Macintosh computer equipped with Adobe Acrobat Reader 4.0 at minimum, or other program capable of viewing PDF files with access to at least E-mail. 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](mailto:Subscriptions@theebonycactus.com) or by filling out the subscription form found at <http://www.theebonycactus.com>

The latest edition will be sent to you monthly as an e-mail attachment (see legal). Note, the subscription list is for the use of TEC only. It will not be sold or distributed to any outside parties.

There is no subscription cost.

### **2. E-mail autoresponder**

You may have the latest edition sent to you when ever you wish by sending a request to [TEC@theebonycactus.com](mailto:TEC@theebonycactus.com). No message or subject line is necessary. When the message is received, the computer will automatically send the magazine back to you as an E-mail attachment (see legal).

Again, there is no cost.

### **3. Download from the web page**

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

The various incarnations of the internet are new and exiting 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 direct inquiry of the web site or autoresponder, by e-mail subscription or by direct e-mail request. The Ebony Cactus Magazine (TEC) therefor can not warrant that the function or operation of The Ebony Cactus magazine Electronic Document, autoresponder or The Ebony Cactus website 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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## Staff

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

**Marketing**  
Life Strategies Consulting

**Contributing Writers**  
James Hicks

**Graphics/ Art Magazine:**  
George Brooks Jr.  
**Web Page**  
Karl Rothweiler

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

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**To Reach Us:**  
Mail: P.O. Box 24982  
Tempe, AZ 85285-4982.  
Phone: (602) 821-8191  
Publisher:

[Publisher@theebonycactus.com](mailto:Publisher@theebonycactus.com)

Editor:

[Editor@theebonycactus.com](mailto:Editor@theebonycactus.com)

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**Unlimited Power: Your Black Choice**  
By: Angela Miller- Brooks, Publisher/CEO

African Americans are remarkable people. I truly believe this. When working through adversities, Blacks prevail as the uncontested victors in most every circumstance. In reference to adversities, trials and tribulations, I reflect back to September 11, 2001 and subsequent events. No, I'm not going to press upon you how devastated I was nor will I discuss how the country must have felt during such a horrific travesty. After walking through the events within my mind: the World Trade Center and Pentagon airplane crashes, the many Anthrax threats, its related deaths, down to the bare feet extreme security clearance checks, I have arrived to one resolution. This is OUR time.

Now don't think badly of the last statement. Take a moment to savor the thought. As I penned earlier, African Americans are remarkable. This is an opportune time to show what you are made of as a person and what we are made of as a collective people. If you'll refer back to my column's heading "Angienuity," we can and should at all cost be about the business of using our genius to be change agents in developing our own prosperity.

This is no time to become cowardly, wait for somebody, them, or they to manage things. In the days of our foreparents, during times of change, distress, upheaval, uncertainty and adversity our people made things happen. They had to. Their survival as a growing, thriving people simply depended upon it. Great innovations, ideas and accomplishments were made then and can be developed now. I chose to use my Angienuity to develop this magazine. What are you going to do?

Osama bin-Laden may have been a gift in disguise. Due to the terrorist attacks, threats and other like events, our senses have become acute. Our eyes are uncomfortably open to the way the world sees us. Many of us are finding new ways in which to operate. In finding these new ways we must work together. We simply must.

As parents, clergy, business persons, educators, entrepreneurs and employers this is our time. This is why I thought it was a wonderful opportunity to publish the Ebony Cactus. I felt that energy used to wonder about the future could be best used to make the future happen.

Black Power is a choice and Unlimited Power is the highest degree of that choice. I invite you to come along with the Ebony Cactus on a journey called Black Power, Black Choice and Diversity Enlightenment. Life can be as majestic as we'd like it to be. After all, we do have a choice. Enjoy!

**The Legacy of Willie Lynch**  
By: George B. Brooks, Jr. Ph.D. Editor/COO

What is our challenge of the 21st century. Is it affirmative action? Segregation? Racial profiling? The loss of due process? I suggest the true battle is with our own nature. Let me give you some examples: Why do Blacks not support Black business or Black activities? For that matter, why is it so hard to get more than a few folks together to do a little good for the community? It seems all are competing for a small core group of 3,000 or so individuals who take the time to come out. This need not be so.



According to the 2000 census, there are 105,000 African Americans in Maricopa County. There certainly must be more than 3,000 adults with the money to support a banquet every now and then. So where is every body? I have an hypothesis. In this issue is reprinted the famous 1712 speech by Willie Lynch. In summary, Willie Lynch developed

a sure fire method for keeping his slaves in check. He made them distrust each other and love and trust only the master. He set the old against the young. The tall against the short, The light against the dark. The Black man against the Black woman. Do this for one year he said, and your slaves will be controlled for 300 years.

Does any of this sound familiar? If so, then Willie Lynch did his job well. How do we overcome Lynch's "indoctrination"? How do we stop victimizing ourselves? If we found the answer to this question, we would not need affirmative action. The answer is actually rather simple, first we need courage.

According to the American Heritage Dictionary Courage is "*The state or quality of mind or spirit that enables one to face danger, fear, or vicissitudes with self-possession, confidence, and resolution; bravery*". You see Lynch was correct about the effect, but wrong about the motivation. Lynch believed distrust and envy were stronger than trust, adulation, admiration and respect. They are not stronger, they are easier. It takes courage not to take the easy way. It takes courage to get involved. It takes courage to have faith. It takes courage to trust, respect and support ourselves. Lynch knew however, that 9 out of 10 will take the easy way and choose to remain slaves if it is easier than being free. It says so in the Bible. Read Luke 17: 11-18. When Jesus healed the 10 lepers, only one came back to give him thanks.

Next we must Communicate. Communications is: "*The exchange of thoughts, messages, or information, as by speech, signals, writing, or behavior*." This is why the Ebony Cactus magazine exists. Communications is our job. Through the "Cactus" we will bring you information you can use to Make Things Happen, if you have the courage. Do you think you do? If so, then keep reading.





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*Oswald and Lyda Harris*

## On Oswald Harris: Explorations of His Dreams By: Angela Miller- Brooks

Dreams define hidden meanings that allow us to unfold many secrets of life. Great inventions, cultural change and a myriad of personal endeavors have stemmed from the materialization of dreams. In a recent gallery showing called "Exploring the Dream: A Photographic Exhibit of Everyday People and Places," Oswald Harris has made public his dream of photography. He has done so through thought provoking black and white images that when viewed, usher a strong sense of peace, honesty, dignity, assurance, and perseverance.

Oswald Harris, a Controls Systems Engineer for Honeywell International-Phoenix, has been interested in photography ever since as a child his father gave him a Kodak Brownie. In 1970, he began studies at the Milwaukee School of Engineering via Jamaica. He gave up his hobby of photography in college due to the high costs involved in keeping it up. It was his wife Lyda, who encouraged him to pursue it again as she enjoyed photography as well.



Oswald said he is motivated, "By the relentless pursuit of perfection." He believes one must possess integrity and professionalism in everything. In that, he has demonstrated these characteristics with his "Exploring the Dream Exhibit." Oswald's gallery of participants consist of some of the most proactive Black Phoenix metropolitan leaders including: Dr. George B. Brooks, Sr., Mattie Vera McKinney, Dr. Warren Stewart, Dr. Wilma Hall Patterson and husband Judge Cecil Patterson, Honorable Phillip Westbrooks, Arnette Ward and Fatimah Halim. The exhibit was on display at the Mesa Public Library through February 28. When asked what will he do next Oswald expressed that his next plan is to do an exhibition of self-portraits displaying various degrees of facial pain that he experienced during a recent hospital stay.

*Patrons "Explore the Dream" at the Mesa Public Library*

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## Home Computers and Internet Use in the United States

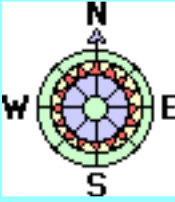
Highlights from the U.S. Census Bureau August 2000, report on "Home Computers and Internet Use in the United States".

- 42 (42 million) percent of U.S. Households have internet access. 55% of adults live in a household with at least one computer.
- High-Income (\$75K +) households are more likely to have computers or internet access.
- 65% of all children ages 3 to 17 years have access to the internet.
- 77% of White non-Hispanic children have home computer access or use the internet while only 43% of Black children or 37% of Hispanic children do.
- Among children 6 to 17 years of age, 2 in 3 had internet access at home while 4 in 5 had access at school. **"Schools level the playing field by giving computer access to children who have none at home"**.
- 87 percent of related adults living in family households with incomes of \$75K or above had a computer, compared with 28 percent of adults living in family households with incomes of less than \$25,000.
- Seventy-eight percent of adults with a B.S. Degree or more had access to a computer at home compared with 46 percent of those holding only a high school diploma.
- E-mail is the most common use of the Internet at home. The Internet is influencing how society manages information.
- 12.5% of adults perform job-related tasks using the Internet at home. 21% of children used the Internet to perform school-related tasks.

For full information, this document may be downloaded in PDF format from: <http://www.census.gov>.

**News Continued on Page 19**

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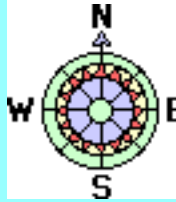


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# Education

## Arizona Council of Black Engineers and Scientists' 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 the students participating in the Arizona Council of Black Engineers and Scientists Computer Camp. This past year thirty-one, eleven to seventeen year olds took part. Now in it's 18th 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.



*Romona Saunders*

The morning agenda is hosted by the sisters of the Delta Beta Omega chapter of Alpha Kappa Alpha sorority. According to ACBES member and AKA liaison Romona Saunders, the AKA program is focused on building complete individuals through giving them the life skills required for a person to prosper 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 received additional support from Motorola, the Lower Colorado Region of the Bureau of Reclamation, the Phoenix Suns and Arizona State University. 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).

## African American Student Affairs Center of the University of Arizona: Shaping Leaders.



The African American Student Affairs Center at the University of Arizona houses the Dr. Martin Luther King Student Center and the African American Affairs

Program. The goal of the Dr. Martin Luther King Student Center is to shape students into leaders. Through the Center students are exposed to workshops, classes and educational seminars to assist in their continual growth. In addition, access to computers and visual aids are provided as well.

The African American Student Affairs Program works to insure that the University of Arizona experiences is a positive one from start to finish. Of the numerous programs the program hosts, one of the most meaningful and exiting is the graduation ceremony. Graduating students are honored with Kente cloth stoles in a reception that recognizes their academic achievements. The office of African American Student Affairs also offers students academic support, educational resources, and student advocacy.

For more information contact:


African American Student Affairs  
African American Cultural Resource Center  
Dr. Martin Luther King, Jr. Student Center

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Dr. MLK Jr. Building. Rm 209  
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# Bits and Bytes

09-11-01

## One

As the soot an dirt and ash rained down,  
 We became *one* color.  
 As we carried each other down the stairs of the burning  
 building,  
 We became *one* class.  
 As we lit candles of waiting and hope,  
 We became *one* generation.  
 As the fire-fighters and police officers fought their way  
 into the inferno,  
 We became *one* gender.  
 As we fell to our knees in prayer for strength,  
 We became *one* faith.  
 As we whispered or shouted words of encouragement,  
 We spoke *one* language.  
 As we gave our blood in lines a mile long,  
 We became *one* body.  
 As we mourned together the great loss,  
 We became *one* family.  
 As we cried tears of grief and loss,  
 We became *one* soul.  
 As we retell with pride the sacrifice of heros,  
 We became *one* people.

We are  
*One* color  
*One* class  
*One* generation  
*One* gender  
*One* faith  
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*One* body  
*One* family  
*One* soul  
*One* people

*We are the power of One, We are United. We are America!*

Anonymous

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# Glossary

English is a living language, so alive that it changes every day. So unless you know, exactly what words mean, you may miss crucial information. Thus as an FYI, we will be presenting an updated glossary of business and NET terms for your edification. With so much information flying around, you have got to fly with it.

## Business

### Absorption:

The amount invested and/or consumed by business, government and household, both domestic and imported. When absorption exceeds production, the excess is the country's current account deficit.

### Economic Indicators:

Key statistics used to analyze business conditions and make forecasts.

### Entrepreneur:

One who organizes and operates a business, usually implying one who is willing to accept risk in the quest of profit.

**North American Free Trade Agreement (NAFTA):** The agreement that created/opened the free trade area among the United States, Canada and Mexico.

## Tech

### Applet:

The term applet is a diminutive form of application or more specifically "small" application. It refers to simple, single-function programs that usually add functionality to a larger product.

### Bit

A bit is the smallest unit of information (data) in computing. Written in binary, it has a value of either 0 or 1.

### Byte

A byte equals 8 bits.

### OS

OS is short for Operating System. The operating system is the software that manages the computers functions. It allocates memory, manages how the software talks to the hardware, schedules tasks and supplies a user interface. The more famous operating systems include DOS, Windows, MacOS and Linux.

### Reference:

The New International Webster's Pocket Business Dictionary of the English Language 1997. Trident Press International. 318 pp.



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# So you want to start a business. Pt. 1

Special to Ebony Cactus by James T. Hicks



**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)

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So you want to start a business. To run a business of your own will bring a sense of independence - an opportunity to use your own ideas. You will be the boss. You can't be fired. You will have a chance for higher income because you can collect a salary plus a profit or return on your investment. You will experience a pride of ownership - such as you experience if you own your own home or our own automobile. You can achieve the great satisfaction of building a valuable investment for which there will be a market.

By being the boss, you can adopt new ideas quickly. Since your enterprise undoubtedly will be a small business - at least in the beginning - you will have no large, unwieldy organization to retrain each time you wish to try something new. If the idea does not work, you can drop it just as quickly. This opportunity for flexibility will be one of your greatest assets.

These are some of the advantages and pleasures of operating your own business. But let us take a look at the other side. If you have employees you must meet a payroll week after week. You must always have money to pay creditors - the man who sells you goods or materials, the dealer who furnishes you fixtures and equipment, the landlord if you rent, or the mortgage holder if you are buying your place of business, the tax collector and many others. You must accept sole responsibility for all final decisions. Wrong judgements on your part, and in some cases by your employees, can result in losses not only to your self, but to your employees, creditors and customers as well. Moreover, you must withstand, alone, adverse situations caused by circumstances beyond your control, for example the current recession.

To overcome these disadvantages, and to keep your business profitable means long hours of hard work. Invariably, when you become your own boss, you will work longer hours than when you were working for someone else. At least, this will be necessary in the beginning.

Then after all, you will not be entirely your own boss. No matter what business you choose, you must satisfy your customers. Your creditors and your competition will dictate to you. Health authorities and insurance people demand that you meet certain standards and follow certain regulations. You will have to abide by wage and hour laws and keep records in accordance with the requirements of the tax system.

## Are you the type?

The first question you should answer after recognizing that there is a dark and light side to the prospect of establishing your own business is "Am I the Type?" This is the question we will consider in my next installment.

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# Small Business Profile

**Name:** Tucson Black Chamber of Commerce (TBCC)  
**Location:** 1690 N. Stone Avenue #113, Tucson Arizona 85705  
**Phone/E-mail:** 520-623-0099 [www.tucsonblackchamber.com](http://www.tucsonblackchamber.com)  
**Type of Business:** Business Advocacy  
**Nature of Business:** Not for Profit 501c(6)  
**President:** Shirley Hockett



**Doris Polite** is one of the co-founding organizers and former Executive Director of the Tucson Black Chamber of Commerce. On a voluntary basis, she serves as their monthly Newsletter Editor/Writer, is responsible for writing and designing Chamber publications and serves as an Information Resource on behalf of the organization. Over the years, she has been instrumental in helping other people who wished to start a Chamber in their city or town.

The TBCC will commemorate 8 years on April 27, 2002 with Kevin Johnson, former Phoenix Suns basketball player and entrepreneur as its guest. The Tucson Black Chamber of Commerce can be reached at (520) 623-0099/fax 623-1930, email [dpolite1@mindspring.com](mailto:dpolite1@mindspring.com). The Chamber is located at 1690 N. Stone Avenue #113, Tucson, Arizona 85705.

## Movin' on Up!

Did something good just happen to you? Did you just publish a paper? Earn a new degree? Get a patent? How about getting a promotion? Tell us about it and we will print it here. Along with the good news, send a photo as well, high quality jpeg or pict formats are best for us.

In developing this month's edition of the Ebony Cactus, we contacted the Tucson Black Chamber of Commerce. In response to a few questions, we received a history of the Chamber in the words of a founding member, Doris Polite. We think you will find them enlightening and beneficial.

### WHAT IS THE CHAMBER'S MISSION?

To promote common economic interests, higher business standards of its members, and to encourage the growth, development and creation of business within this segment of the population. Our VISION is: A small, close-knit, empowered community which will be proud, economically focused, business-educated, practicing collective economics, circulating its dollars 8-10 times within its businesses, creating jobs, and doing those positive things which will instill hope in its youth for the future.

### WHAT GOT THE CHAMBER STARTED?

The Tucson Black Chamber of Commerce had been an idea-in-progress since 1985. Several different groups of people knew that there was a need for our business community to come together in order to become a stronger economic base in Tucson. In 1985, there was a Luncheon Group called the Networking Unifiers. Peg Brown was instrumental in getting this group started, which lasted approximately six months. In 1985 Dan Copeland started what was called the Tucson Black Business Exchange, which lasted approximately 18 months.

The idea remained alive in a group which consisted of Alonzo Carroll, Michael Butler, John Canada, Earl Epps and Velda Fluellen. They started planning in November 1992 to form another business group. Meetings were conducted, ideas were discussed, but the organization did not formally materialize.

I (Doris Polite) had retired from the federal government in September 1993 and in February 1994, Mike Butler asked if I would help them pull together the Tucson Black Chamber of Commerce. I agreed to volunteer time towards this effort because I felt that the Black business community needed to become organized. There was a need for us to come together in order to improve the performance of our businesses and to elevate the visibility of our small community.

By the time the group's quarterly mixer was held later in February, a recruiting brochure, flyers and application form had been designed, prepared and printed. By the end of the next quarter, all legal papers had been completed, filed and forwarded to the government. Over the summer, Mike and I represented TBCC by attending numerous meetings and making hundreds of phone calls to prospective members. By September 1994, TBCC had been legally approved by the government to operate as a 501c(6) nonprofit group. The official date of organizing is March 1, 1994. The Management Team consisted of Zo Carroll, President, Velda Fluellen, Vice President, Fred Perry, Treasurer, Michael Butler, Secretary, Trey Jefferson, Director and Doris Polite, Executive Director. Mike Butler, co-founder, served as President from 1995-2000 and I served as Executive Director from 1994-1999. Currently, our President is Shirley Hockett. (Continued on page 17)



# Success Planning

By: Angela Miller- Brooks

A couple of years ago, the Ebony Cactus interviewed George Cotton, Sr., Editor of A Magazine, an African American magazine published in St. Louis, Missouri. We discussed the many elements of success planning. Considering the recent economic downturn, we felt he comments were well worth repeating.

Success planning is a key element used to attain goals. In speaking with motivational orator and educational instructor George Cotton, Sr. We discussed what you could do today to develop a good success plan for your tomorrow. George felt that if one is to obtain those things in life that elevate you and ultimately make you whole, then 8 factors must be consistent:

## 1. YOU MUST SURROUND YOURSELF WITH PEOPLE WHO FEEL YOUR PASSION AND DREAM YOUR DREAMS.

Too often we keep company with those who drain us mentally and professionally. If you are to achieve those things in life that you desire, then it might be necessary for you to realize that everyone might not wish to make the journey with you.

## 2. SET CLEAR AND REALISTIC TIME TABLES FOR SUCCESS.

So, when is this dream going to be actualized and when did you say you were going to be where you said you'd be? Without serious time-lines, it becomes too convenient to put things off until a more opportune time.

## 3. LEARN TO SEE FAILURE AS A LEARNING EXPERIENCE.

Even the most successful among us fall short from time to time. When we do, it is rarely the end of the world and it is never personal. It's merely something that happens and is to be expected. We must learn to see failure as an investigative opportunity to learn something new resulting from a plan gone astray.

## 4. KNOW WHEN TO SEEK COMPETENT HELP.

I have learned that few people are versatile enough to be a Jack of all trades. Learn to leave those unmastered elements to the masters. Do what you do well and leave the rest for to those who know what they are doing

## 5. NEVER SETTLE FOR MEOCRITY!!!!!!

Your dreams are yours. Don't expect others to *feel* it with you. Never lose sight of the fact that sometimes, a dream is foolishness to the unbeliever. If people can't see your dream for lack of vision, then it is possible that you are simply on a totally different page. That not bad it's just reality.

## 6. THERE IS A COST TO BEING THE BOSS.

There is no substitute for hard work and persistence. Keep in mind what the costs of success are. At the top of the list are late hours and limited opportunities for good old fun. You may have to get a new set of friends, operate during earlier hours and even work through complicated tax forms. The question is can you handle it?

## 7. IF YOU CAN'T AFFORD TO SPEND IT ON THE BUSINESS YOU MIGHT NOT NEED TO BE IN BUSINESS.

Too many businesses die from a lack of capital. More still die from a lack of vision and cheaposity ( the desire to skim off the top/bottom/side and to do it high on the cheap side). If it's your business you had better do it right the first time. You may not get a second chance.

## 8. KNOW WHEN YOU HAVE WON!

Don't kill yourself attempting to win what has already been won. Learn to enjoy what you have while you can still see it and make it real!



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# Entrepreneur Profiles

Joe Cummings: [joe.cummings@asu.edu](mailto:joe.cummings@asu.edu)  
 Profession: Technical Support Coordinator and Supervisor, Engineering Technical Services, College of Eng. And Applied Sciences, ASU  
 Education: B.S. Purchasing and Logistical Management  
 Family: Yes  
 Favorite Movies: Science Fiction ("If it ain't real, I like it")  
 Personal Enterprise: Cummings Computer Systems  
 6226 S. 44th Place, Phoenix Az. 85042



What rewards does your work bring? Seeing the satisfaction on the face of a customer or client for a job well done.

What are your employment goals? Director of Engineering and Technical Services.

Where are the business opportunities for a new entrepreneur? New entrepreneurs need to look for and fill those niches not addressed by the larger

organizations, for example person-to-person communications. Cummings Computer Systems is a P.C. Repair, consulting and networking company that came to be by concentrating on service, an unexploited function in this industry. To succeed in this however, entrepreneurs must be knowledgeable and flexible. They must initially expend their finances and time to keep up & improve their skills in the areas of Administration, Management, Communications and Technical expertise. In this case "KNOWLEDGE IS POWER" to succeed.

Any wisdom for new college students? For freshmen, get to know the resources of the University. Learn the infrastructure. This will make it easier to find the information they need and to avoid middlemen who may provide misdirection. At the University, knowledge is truly power, do not be deceived.

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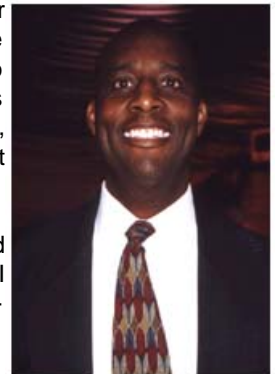
Abraham B. James III [602-275-1377 abrahamj@qwest.net](mailto:abrahamj@qwest.net)  
 Profession: Architectural Designer  
 Education: Bachelors of Architecture; University of Southwestern Louisiana, Masters of Real Estate Development; University of Southern California  
 Family: Single  
 Favorite Movies: Blazing Saddles, Shaft (original version)  
 Personal Enterprise: ABJ 3  
 2018 North 23rd St  
 Phoenix, Arizona 85006

What is the nature of ABJ 3? For individual clients, I design and facilitate construction of buildings from homes to highrises. It is a fairly complex process which requires working with contractors, engineers, city governments and most importantly, clients.

Why did you go out on your own? I could not break into the good old boys club. I was continually told I was "over-qualified".

Do you employ or contract? I employ consultants on a per job basis. That includes engineers and the variety of additional personal needed to provide the necessary expertise.

If you had it all to do again, what would you do differently? I would indeed do this again, it is in my blood. I probably would not do it in Phoenix however. I feel I would do better in an older more sophisticated location. A city where the infrastructure is greater and the leadership more visionary.



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



Karen Denise Crawford     [K a r e n . J a c k s o n @ g d  
decisionsystems.com](mailto:Karen.Jackson@gddecisionsystems.com)  
 Profession:     **Software Engineer, General Dynamics**  
 Education:     **B.S. Mass Chemistry, B.S. Electrical  
Engineering**  
 Family:     **Sons: Ahkil Jackson(16) Cheo  
Jackson (29)**  
 Favorite Movies:     **Terminator (I, II), The Princess Bride**  
 Personal Enterprise:     **KomputerEd Tools**



What do you like about your job? The thing I like most about my job is software development. I enjoy writing software requirements, writing code, and unit testing the code.

What is KomputerEd Tools? KomputerEd Tools is a small business dedicated to teaching junior high and high school students how to solve problems using the computer.

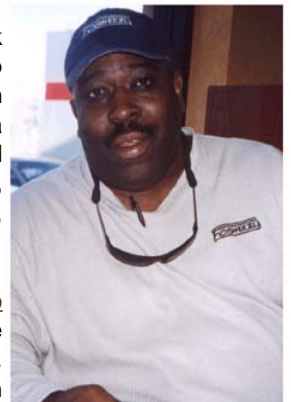
Where will your business be in 5 years? In 5 years I will have completely developed the books and tools that will be the foundation of KomputerEd Tools. All of which will be available for sale. I will already have established a foot hold in a school system or I will still be working on that.

What advise would you give women and minorities seeking to move from the corporate world to entrepreneurship? Anyone seeking to start their own business should first search their soul to determine what their life path has been preparing them for. Once you know what business to pursue listen and follow your heart, you will be successful. It takes courage, commitment, persistence and perseverance to succeed and these virtues come easily when you follow your heart.

What advise would you give jr and high school kids? I'd encourage them to take time to think before everything they do. Think before they speak, think before they start that homework assignment, think before they prepare to clean their room, etc. Think about how to do their best. Always do their best. Take time to figure out who they are. Connect with their spiritual self and they will be able to do all the things they really want to do.

Kerrick D. Hooks:     **602-258-8160 [www.fosheezy.net](http://www.fosheezy.net)  
[Khooks@fosheezy.net](mailto:Khooks@fosheezy.net)**  
 Profession:     **Fashion Marketer**  
 Family:     **Son: Terrance**  
 Personal Enterprise:     **T-Rock Inc. Products, FOSHEEZY™  
Brand Quality Urban Clothing  
P.O. Box 25041  
Phoenix, Arizona 85002-5041**

Why did you enter the urban clothing business? I've always have a knack for business. I grew up with hip hop and gained a love for the culture. In working with a family member on a pervious venture, I saw a niche I could fill. Fosheezy, which means "for sure, for certain, for real, positive attitude", was created to fill that niche.



Where do you see yourself in 5 or so years? Fosheezy will be the foundation I need to do greater things. Over the years, I've become strong in the Lord so I'd like to move into youth ministries.

If you had the chance would you do it again? Yes but differently. When starting my business I spent considerable time and money registering my brand, setting up my web site and e-commerce software. All of these activities had high overheads that I had to support so I did not have much time for my family. If I did it over again, I'd start smaller. I'd focus on registering the brand and then direct marketing and sales to the customer. I enjoy working with people and direct marketing is where I've gained most of my success.

What is the basic philosophy of your business. Clothing is the new 5<sup>th</sup> element of Hip Hop Culture. We are following the lead of a lot of great names including Karl Kani, Cross Colors and FUBU. FOSHEEZY™ represents anything positive by virtue of its street definition. This is exemplified by our company philosophy statement "MAKING IT HAPPEN, WHENEVER, WHEREVER AND HOWEVER, " FOSHEEZY™. I appreciate being fosheezy about these three elements in life; being Christ like in spirituality, family and business. I want people to be fosheezy and I know that if I follow the elements I mentioned, FOSHEEZY™ will be the next big name.



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# Coming Attractions

There are opportunities that will present themselves over the coming years. Many of these opportunities will not be obvious but may have significant potential to affect your business and your life. Our goal is to present these hidden gems here for your consideration.

## Two New Ways to Fly



For more than 30 years the biggest and fastest airliner in the sky (next to Concorde), has been the Boeing 747. Its rated cruise speed is Mach 0.85 (85% of the speed of sound), though pilots are known to frequently push it to Mach 0.90 (believe it or not, that big hump in the front actually makes the plane more aerodynamic). The 747 and its successors (DC-10/MD-11, L-1011, 767, 777, A300, A330, A340 etc) opened an unprecedented age of air travel. But with so many big planes in the air, future planning for air travel is now focused on a new question, what is the best way to get from point A to point C?

If you wish to fly from London to Phoenix what do you do? Do you fly to a hub airport like Atlanta and then fly a connection to Phoenix. Or do you fly directly to Phoenix? The first company to address this question is Airbus with the enormous A380. Carrying more than 550 passengers, the luxurious double-decker airliner is larger than the 747 and almost as fast (Mach 0.85-0.88). With new technologies and exceptional long range ( more than 9,000 miles), the A380 is the natural evolution of the line the 747 started. It is designed to fly a lot of people from point A to B inexpensively. Smaller connectors would then be taken from point B to C.

After finding no buyers for a new bigger version of the 747 to compete with the A380, Boeing chose a different path, the 20XX Sonic Cruiser. About the size of a 767, the Sonic Cruiser will be a revolutionary airliner. With twin tails, cranked delta wings and leading canards (the small wings in the front) it will look little like any commercial aircraft. Though rumor suggests it could fly efficiently above Mach 1, its announced cruise speed is between Mach 0.95 and 0.98. With its smaller size, greater speed and long range (9,000 miles), the 20XX can fly directly from point A to C and cut hours off flying times around the world, while operating at competitive costs.



When the A380 flies in 2006 and the 20XX in 2008 (or so), we will have a competition of ideas instead of simply competing products. The market will determine which is superior. There is an excellent chance however, that both concepts have a niche. The business traveler will prefer the faster 20XX for time is money. On the other hand, the projected low seat cost per mile of the A380 will likely lend it self to vacation travelers with value on their minds.



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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 beginning with the 1712 speech of Willie Lynch. See if any thing he said almost 300 years ago sound familiar to you, today.

### **Willie Lynch's Speech On His Methods For Controlling Slaves (1712 A.D.)**

Note: Read the editors comments on page 4, before reading the following:

Gentlemen:

I greet you here on the bank of the James River in the year of Our Lord one thousand seven hundred and twelve. First, I shall thank you The Gentlemen of the Colony of Virginia for bringing me here. I am here to help you solve some of your problems with slaves. Your invitation reached me on my modest plantation in the West Indies where I have experimented with some of the newest and still oldest methods for control of slaves. Ancient Rome would envy us if my program is implemented. As our boat sailed south on the James River, named for our illustrious King, whose version of the Bible we cherish, I saw enough to know that your problem is not unique. While Rome used cords of wood as crosses for standing human bodies along its old highways in great numbers, you are here using the tree and the rope on occasion.

I caught the whiff of a dead slave hanging from a tree a couple miles back. You are not only losing valuable stock by hanging, you are having uprisings, slaves are running away, your crops are sometimes left in the field too long for maximum profit, you suffer occasional fires, your animals are killed, gentlemen, you know what your problems are; I do not need to elaborate. I am not here to enumerate your problems, I am here to introduce you to a method of solving them.

In my bag here, I have a fool proof method for controlling Black Slaves. I guarantee everyone of you that if installed correctly, it will control the slaves for at least 300 years. My method is simple and members of your family and any Overseer can use it.

I have outlined a number of difference(s) among the slaves; and I take these differences and make them bigger. I use fear, distrust, and envy for control purposes. These methods have worked on my modest plantation in the West Indies and [they] will work throughout the South. Take this simple little list of differences, think about them. On top of my list is "Age" but it is there only because it begins with an "A." The second is "Color" or "Shade," there is intelligence, size, sex, size of plantation, status of plantation, attitude of owner, whether the slaves live in the valley, on a hill, East, West, North, or South, have a fine or coarse hair, or is tall or short. Now that you have a list of differences, I shall give you an outline of action but before that, I shall assure you that distrust is stronger than trust and envy is stronger than adulation, respect and admiration.

The Black Slave, after receiving this indoctrination, shall carry on and will become self-refueling and self-generation for hundreds of years, maybe thousands.

Don't forget you must pitch the old black versus the young black and the young black male against the old black male. You must use the dark skin slave vs. the light skin slave and the light skin slaves vs. the dark skin slaves. You must also have your white servants and overseers distrust all blacks, but it is necessary that your slaves trust and depend on us. They must love, respect and trust only us.

Gentlemen, these Kits are keys to control, use them. Have your wives and children use them, never miss an opportunity. My plan is guaranteed and the good thing about this plan is that if used intensely for one year the slaves themselves will remain perpetually distrustful.

Thank you gentlemen.



**WHAT CHALLENGES DID YOU HAVE TO OVERCOME?**

There were a few major challenges to getting the Chamber off the ground. First, our population segment was not only comparatively small [only 3-4% of the general population] but it was geographically dispersed all over the Tucson-Pima County area. We had a VISIBILITY problem. Secondly, our community had no mass communications at its disposal which impacted our ability to communicate with each other. Thirdly, the community resources were not linked together. Finally, we knew that there were about 560 Black-owned businesses according to the 1990 Census but locating them proved to be quite a challenge.

Over the past eight years of existence, however, we have made great strides in overcoming the visibility problem and we did it all on a "shoestring budget." We aggressively marketed the Tucson Black Chamber of Commerce on the Internet through our own website, at many community events, through its FREE monthly newsletter [which is still the only printed communications within our population], by forming alliances with other minority Chambers and business groups locally and nationally, by holding monthly meetings, by members participating on various community projects and Planning Committees, and lately by becoming members of the Tucson Convention & Visitors Bureau, etc. The Tucson Black Chamber of Commerce has become a very visible organization within the Tucson metropolitan community and it is the first contact point for those who wish to reach various segments of our community. We cannot keep up with all of the requests. The majority of our churches and community organizations along with individual consumers are linked through their membership in this Chamber. Thus, we have helped to created "a sense" of community in spite of our geographical dispersion. All in all, we have been creative in overcoming the above major obstacles, albeit the progress has been much slower than expected.

**WHAT BENEFITS HAS YOUR PRESENCE BROUGHT TO YOUR MEMBERS?**

The presence of the Tucson Black Chamber of Commerce has served to elevate the visibility of our businesses and our community, which has resulted in improved business performance as shown by the chart above. Members have a support network, access to information, access to business leads and referrals, have ready access to a growing database of consumers, have access to an e-mail communications system, are visible on the Internet, have access to affordable advertising opportunities, are included in our annual business directory plus they have a group of volunteers dedicated to helping them to become more successful. We provide affordable opportunities for our members and as we often say "Wherever the Black Chamber goes, so does your business." Individually, they could not afford all the support services we provide by pooling their dues.

**The good news is, the Census Shows We Made Progress.** Every five years, the Census Bureau conducts an

Economic Census which profiles the U. S. economy from the national to the local level. We have taken a look at the past three Economic Census profiles to analyze the results of our business performance [see chart below]. As you will notice, it was in 1997 where the best performance in 10 years was recorded! This was a time when TBCC had been in existence for 3 of the 5-year reporting period. This record confirms for all to see that having a Chamber has made a difference within our business community. TBCC shares in the success of our business community. The next economic census will be conducted in December 2002. We look forward to even better business results.

	1987	1992	1997
Total Firms	347	560	553
Sales receipts	\$9.4 mil	\$12.1mil	\$28.0mil
Avg sales/receipts	\$27,035	\$21,739	\$50,633
Firms w/paid employees	64	50	58
Sales/Receipts	\$8.2 mil	\$6.6 mil	\$22.8 mil
Avg sales/receipts	\$128,125	\$44,000	\$393,103
Total employees	147	155	445
Annual payroll	\$1.4 mil	\$1.6 mil	\$22.8 mil
Avg Salary	\$9,524	\$10,323	\$13,933

**HOW LARGE IS YOUR MEMBERSHIP?**

Our paid membership is generally in the range of 250-275 at any given time.

**WHAT IS THE MOST IMPORTANT THING YOU HAVE LEARNED?**

Much patience! The most important thing I have learned is that the current generation of African Americans appear not to have the same fervor or drive towards economic empowerment as those of the past. We have observed that they will more readily support everybody else's organizations rather than invest in one of their own. We have lagged behind other minority groups economically simply because we were very slow to adopt the "Chamber" concept which has worked well to improve the economic status of the other groups [even our immigrant brothers and sisters from foreign lands]. The other important thing we have learned is that we can do whatever we make up our minds to do in spite of the challenges before us.

**IF YOU HAD TO START FROM SCRATCH, WOULD YOU DO ANYTHING DIFFERENTLY?**

In the beginning we operated what we called a "virtual office" meaning that Mike Butler's office and my home were the Chamber "office." Mike and I donated supplies and equipment [computer, fax, printer, email...etc] to support the Chamber's operations. This occurred for about a year and a half until we were able to obtain leased office space. Given our challenges of no startup funds, no visible office space, no mass media, no knowledge of where most of our businesses were located, etc., I do not think we could have done anything significantly different. We could have possibly went "begging" to corporations. But our philosophy was that we needed to do more to help ourselves or have something to put on the table before we approached the corporations. We are proud of the fact that most of what we have



done thus far has been through self-help and pooled resources with a little support from our corporate partners. It has been the long tortuous path to take but it does lend itself to us having integrity. Many do not believe it, but due to topnotch stewardship over the funds, we operate this Chamber on less than \$25,000 a year. This certainly falls far short of our original projections. We had projected that we could attract at least 400 of the 560 Black-owned businesses [\$40,000 income a year] and about 500 associates or consumers [\$25,000 income a year] for an operating budget of approximately \$65,000 a year.

Our projections have not come to fruition in eight years because the fervor or drive towards economic empowerment of our group does not appear to exist among enough of our people. The dedicated volunteers who have donated thousands of hours of their lives to the Chamber remain determined and optimistic that the "light bulb" will come on soon.

**WHERE DO YOU SEE THE CHAMBER IN 5 YEARS?**

In spite of the fact we currently operate on a "shoestring" budget, I am optimistic that in 5 years the Chamber will be able to afford a paid Executive Director and full-time staff; will have its own building; will have created a charitable 501c(3) foundation; will have established an entrepreneur mentoring program for our youth and others; plus be in a position to offer our business people more hands-on education and support.



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**Lisa Lee**  
President

**Pager: (602) 360-0328**  
**Email: [lisailee@lovelee602.com](mailto:lisailee@lovelee602.com)**  
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P.O. Box 61404 Phoenix AZ 85082



The following are excerpts from: A Nation OnLine: How Americans are expanding their use of the Internet”  
[Http://www.esa.doc.gov/508/esa/USEconomy.htm](http://www.esa.doc.gov/508/esa/USEconomy.htm)

“Internet use has expanded dramatically in the United States, but a number of groups are more likely not to be internet users. These non-users include:

75.0 percent of people who live in households where income is less than \$15,000 and 66.6% of those in households with incomes between \$15,000 and \$35,000

60.2% of adults (age 25+) with only a high school degree and 87.2 percent of adults with less than a high school education.

68.4 percent of all Hispanics and 85.9 percent of Hispanic households where Spanish is the only language spoken.

**60.2 % of Blacks.**

## Capacity Building with the National Association of Minority Contractors (NAMC)



The National Association of Minority Contractors held their midwinter conference at the Legacy Golf Resort in South Phoenix Arizona this past February 21-23rd 2002. NAMC was founded in 1968 as a

non-profit trade association and has grown to over 3,500 members since then. The recent Phoenix meeting was organized by ASU graduate Richard V. Bowles president of Progressive Training Consultants Inc., and immediate past president of the Wisconsin chapter of NAMC. A primary goal in meeting here in the desert, was to establish an Arizona chapter.

NAMC has identified a significant challenge to minority contractors who wish to build their businesses.” While a Minority Contractor may have certain trade skills or capabilities, its capacity to be successful may be limited by financial, technological, or work force productivity resources. Similar barriers apply to minority workers seeking to develop careers in construction.” In other words, though a Minority Contractor may have the necessary skills, they may not have the size or money to compete. The solution? Capacity Building.

To Build Capacity is to increase a businesses ability to do more and overcome its barriers to growth. According to Mr. Bowles, this goal can be reached a number of ways. One of the most effective is to build synergistic partnerships with other successful firms and/or workers in this industry segment. This process includes:

- \* Creating coalitions with other non-profits and businesses that share the same economic development goals.
- \* Pooling resources to leverage each organizations strengths and shore up weaknesses

- \* Creating Major Corporate Partners (MCPs) that support NAMC and provide contracting opportunities.
- \* Minority Business Development including: Contractors, Consultants and Suppliers.

Capacity Building is a comprehensive program designed to address the economic tied to construction and deliver them to minority businesses and community.

There are a lot of jobs tied to the construction business. The program will also help position local residents to access the construction opportunities through job training programs.

The goal is to put in place a contractor organization that is positioned to take maximum advantage of the economic opportunities that will exist with the construction boom that is current in the Valley and will continue for decades to come. Collaborations are the key to contractor development and NAMC seeks to partner with other like minded minority organizations.

For more information on NAMC, contact Richard V. Bowles 480-883-7733, <http://www.NAMCOnline.org>



*Richard V. Bowles, Steffany Bowles, Phoenix City Councilman Michael Johnson and Local Businessman John Hart, enjoy the NAMC conference.*



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## Who are You?

Who are you? Where are you? What do you think of what we are doing with The Ebony Cactus? Drop us a letter, we'd like to hear from you. Send your correspondence to:  
[Letters@TheEbonyCactus.com](mailto:Letters@TheEbonyCactus.com).

## Why Advertise in The Ebony Cactus

Throughout this edition, you have seen our not so subtle suggestions asking you to "Advertise in The Ebony Cactus". Here is where we tell you why you should. Primarily, the Cactus is designed to connect you with your desired customers.

- 1. Demographics:** The Ebony Cactus magazine is designed to reach the 40% of African American's who have access to the Internet. The magazine format is simple, open and easy to read. The content is focused on people and issues that will be both interesting and valuable to the small business person. 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 business on the side. This is a large demographic whose members seek useful services. Free access to the magazine via the internet will also work to increase the number of eyes viewing the magazine.
- 2. Capacity Building:** As discussed in the article on NAMC (pg 19), to Build Capacity is to increase a businesses 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 will be a source of timely and comprehensive information about what African American business 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. We predict The Ebony Cactus will also be read by members of the wider business community who are seeking outsourcers, contractors and partners. Their readership will further enhance your opportunities for growth.
- 3. A New Application of Established Technologies:** Unlike a web based Ezine, The Ebony Cactus does not reside on the net. Instead it, like any print magazine, is sent directly to the reader and 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.

The Ebony Cactus magazine will be a powerful source of timely and 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!

