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READ THIS PAGE BEFORE GOING FURTHER!

Greetings

Welcome to The Ebony Cactus magazine
for May 6, 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

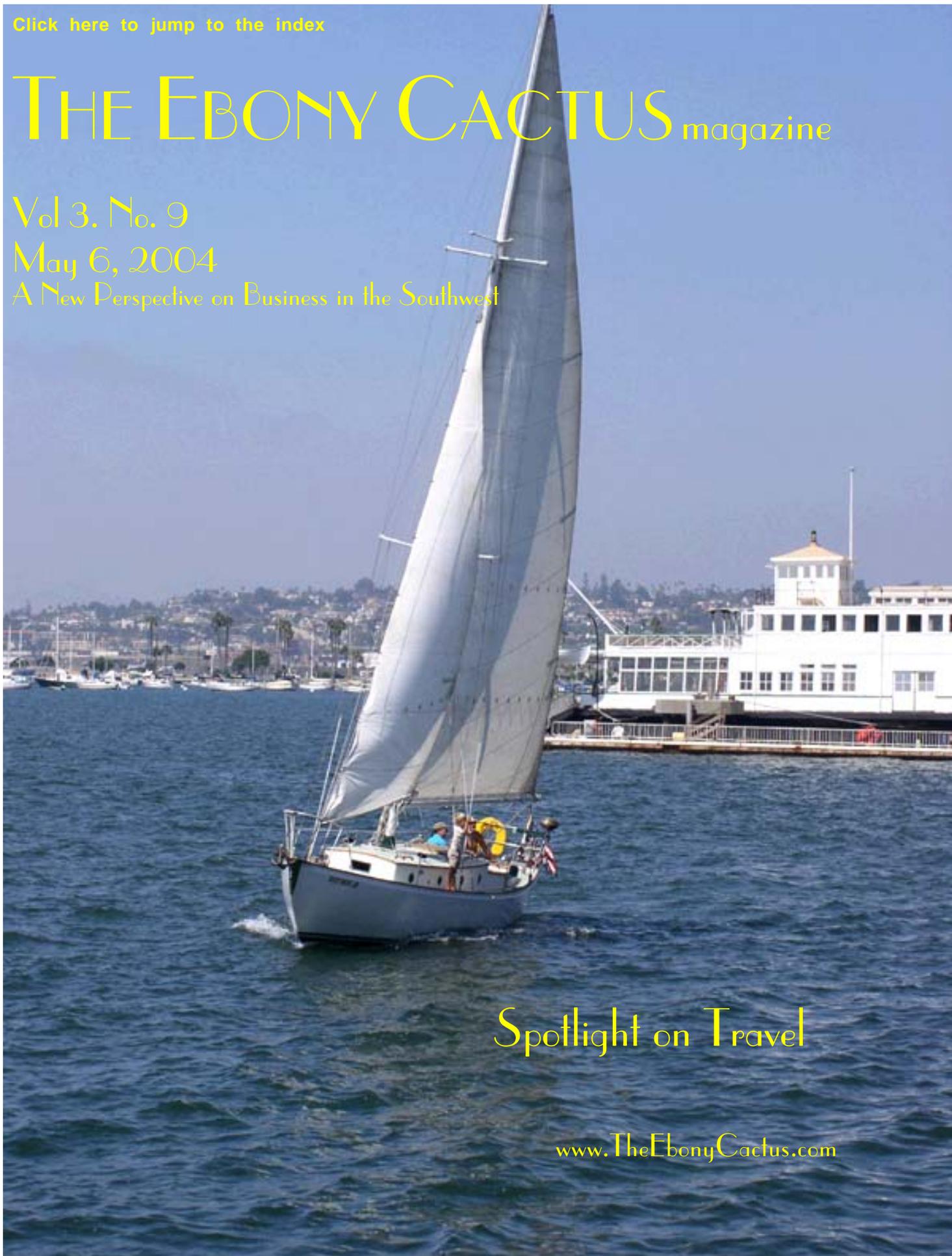
Vol 3, No. 9

May 6, 2004

A New Perspective on Business in the Southwest

Spotlight on Travel

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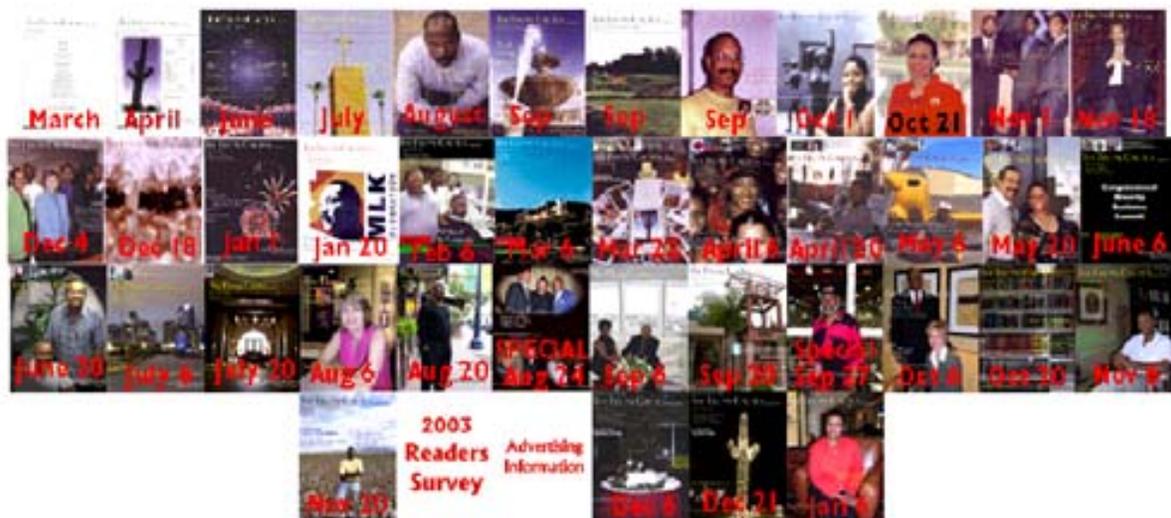
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Read THE EBONY CACTUS magazine



With 48 editions totalling more than 1,200 pages posted,
The Ebony Cactus is
the single largest, free, non-governmental
on-line, source of information on
minority businesses
in the Southwest United States*

www.TheEbonyCactus.com

*According to our estimates

The Ebony Cactus magazine Index



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Spotlight on Travel

With the economic centers of Phoenix/Tucson, LA/San Diego and Las Vegas hundreds of miles apart, if you expect to do business or just to relax in the West, you must travel. In this issue's spotlight section, we focus on two professional firms whose job it is to make your travel burden light. Pg 13

Cactus Internet Radio

Drawing
for free air time

#2

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STAFF

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The Ebony Cactus magazine is published semi monthly through the Internet by Ebony Cactus magazine Inc. There is no subscription cost.
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Cover: Sailing in San Diego Bay. Photo by George Brooks, Jr.

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Arizona

Angela Brooks



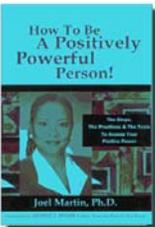
Arizona Girl Scouts - Pine Council, recently elected Angela Brooks as a member of it's Board of Directors. As a member of the Girls Scouts Board of Directors, Mrs. Brooks a former Girl Scout, will serve a multiple year term and is interested in encouraging girls to develop their skills through Girl Scouts. Brooks is the Publisher and CEO of Ebony Cactus Magazine, an electronic minority focused business magazine. Brooks is also sole proprietor of Life Strategies Consulting, a unique Human Resources Consulting company who's focus is on training and development designed to assist corporate and small businesses in getting the most of their return on human investment.

Jim Forester



Jim Forester became part owner and Vice President of Sales of First Class Realty located in Phoenix. He has handpicked a team of 10 Realtors within the company which are known as "The Forester Group" who are committed to impeccable service.

Dr. Joel Martin



April 21st 2004, International Trainer, Speaker, and Executive coach, Joel Martin Ph.D., celebrated the release of the second edition of her widely acclaimed book "How To Be a Positively Powerful Person. Dr. Martin is the president of Triad West, Inc. (TWI), a firm founded to provide solutions for meeting the challenges of leading and managing today's global workforces.

California

Reginald A. Holmes



The National Black United Fund Board of Directors elected Atty. Reginald A. Holmes as its Chairman. Holmes is President of The Holmes Firm, a Law and Consulting firm based in Pasadena, California. The mission of the National Black United Fund is to build a viable philanthropic institution for Black American opportunity, growth, and change.

Letters

Dear Ebony Cactus, Thank you for another wonderful edition. I especially appreciated the piece on Jeanne Miller and ASU. I have sent this edition to my fellow board members of the National Alliance of Market Developers for their information and also so that they can appreciate your email format.

Joel Martin

Angienuity

by Angela Brooks

A Guiding Light for Minority Travel

Centuries ago, humans measured their travels by the North Star. Of the most basic of needs, travel was often a necessity for survival. Today, besides as an exceptional break from the rat race, travel has manifested into an incessant swelling economic source of income for those with a stake in that realm of work.



Editorials

The Hunter - Miller Group, a marketing research firm specializing in marketing opportunities in business and entertainment wrote in a statistical report, that by 2007, the African American total spending power will reach over \$852 Billion. It further indicated their growing economic affluence will stimulate spending in a variety of product and service areas and that the travel and tourism industry is poised to be strongly affected by their increase

in disposable income. In their report, Hunter- Miller also indicated African Americans are more likely to be on the cutting edge of technology, hence, they will become more efficient at utilizing, say, the Internet, to purchase goods and services such as from the Travel Industry.

An estimated near 70% of African American households take vacations in one form or another. African Americans and a great many other minorities travel to family reunions and political conferences. They also plan and participate in domestic general travel, long-term planned international travel, social and civic group annual meetings such as fraternity and sorority conventions and religious conclaves, all of which brings in the big bucks. However, the market is just being realized. And oh when it is, I'd like to be at the Bank of Wealth to cash in myself someday, somehow. How big is this you say? Let me lay this one out to you. The general public travel increased by 1%, according to Hunter - Miller from 1997 to 1999 while the African American travel during that same time increased a noticeable 16%. Is someone saying... "Show Me the Money?"

African Americans now have the disposable income to travel anywhere they please and at anytime. They know what they like. The travel industry, which ranges from travel guides and travel agencies to specialty tours and theater ticket packages, in my opinion is not accommodating this very viable income source in the African American/minority traveler. What an opportunity for a Diversity Supplier or a bulk- group of contractors could have. To you be the glory in life and in business! **TEC**

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Living in America

by George B. Brooks, Jr. Ph.D

Harnessing the Winds of Change

The winds of change are blowing across this nation and across the world, and with them come chaos and opportunity. How will you respond? Will you stand against them? Will you be overwhelmed? Or, will you harness them? As for me, I choose the latter path.

Consider the enormous economic and environmental issues we now face: fuel prices, energy sources, water resources, transportation, biotechnology, technology transfer, food production, the environment, terrorism, national defense and more. Even small changes in any one of these factors can have significant effects on our quality of life. However, I believe that from time to time, there are moments in history when the aware can change the world. I believe this is one of them.

Changing the world does necessarily require rocket science, just takes wisdom. For example, this year high fuel prices are going result in 2 to 3 billion dollars in losses to the airlines. A solution, build a more efficient airliner. The new Boeing 7E7 Dreamliner will fly further, faster and cleaner than today's planes while using 20% less fuel per mile. The interesting thing is that the 7E7's efficiency is not the result of a technological revolution, but instead innovative use of established knowledge combined with evolutionary steps fueled by directed research. Boeing challenged its suppliers to make more efficient engines. Boeing made the fuselage sleeker and the wings longer and thinner to reduce drag. Finally they made the plane lighter further reducing fuel needs. The resulting small improvement here and there added up to a product that may change the face of commercial aviation. Boeing put this new jet on the market recently and their first order was for 50 planes, their largest product launch ever.



Beginning with the June 6th, 2004 edition, The Ebony Cactus will look at Minority firms that like Boeing, are attacking the big issues head on. They are not waiting to be part of the solution, they are leading the charge to fine one. We will begin with the single biggest challenge facing Arizona, California and Nevada today, **WATER**. Simply stated, no water, no economy. Enough for now. On with the show. **TEC**

7E7 dreamliner graphic courtesy of Boeing.
www.boeing.com

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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MARICOPA COMMUNITY COLLEGES AND MICROSOFT WELCOME WEB DEVELOPERS Web guru Scott Guthrie to present free training event

May 4, 2004 - One of the nation's top web developers is expected to attract some 700-technology professionals from around the Southwest to Phoenix College for a free presentation on ASP.NET. Scott Guthrie, the Microsoft Product Manager responsible for creating SP.NET, will discuss timely issues in web development, including security and data management, during a free seminar on Tuesday, May 18 at 5:30 p.m. in the Bulpitt Auditorium.

During the four-hour event, Guthrie will provide an in-depth look at [ASP.NET](#) and will show developers how to begin building secure Internet applications addressing issues such as authentication and authorization as well as security concepts for managing sensitive data. Attendees will also get a sneak-peek at Microsoft's next generation web development tool, code-named "Whidbey," which is expected to be released later this year.

"We're really excited about hosting an event like this for our students and the public-at-large" said Jim Carr, Web Site Manger for GateWay Community College. "Guthrie is a bit of a legend among teachers... this is like having Thomas Edison teaching a class on electricity."

The event is co-sponsored by Microsoft Corporation and the Maricopa Community Colleges, which offer Microsoft Certification courses and Information Technology degree programs at most of the district's ten area colleges. The event is free and is open to the public. Phoenix College is located at 1202 W. Thomas Road, in Central Phoenix.

[ASP.NET](#), is considered by many to be the Internet's leading development platform for secure, robust online applications. For more information on the ASP.NET Road Show educational event and to register log on to www.asp.net/roadshow.

Contact: Chris Chesrown
Media Relations Manager
480-731-8503 / 602-571-3376

<http://www.dist.maricopa.edu/marketing/nr>

THE ARIZONA AFRICAN-AMERICAN DEMOCRATIC COMMITTEE HOST FIRST COMMUNITY DINNER

The Arizona African-American Democratic Committee will host its first Community Dinner Thursday, May 13, 2004 at the Arizona Biltmore Resort & Spa, 2400 E. Missouri Ave., Phoenix, Arizona. The reception begins at 6:00 p.m., with dinner at 7:00 p.m. The guest of honor for this evening is the Honorable Wellington Web, the former mayor of Denver, Colorado.



Wellington Webb's distinguished public service career began in 1972 when he was elected to the Colorado House of Representatives. In 1977 he was selected by President Jimmy Carter to serve as Regional Director of the U.S. Department of Health Education and Welfare. In 1981 Colorado Governor Richard Lamm appointed him as Executive Director of the Colorado Department of Regulatory Agencies. In 1987 he was elected as the Denver City Auditor. He was elected Mayor of Denver in 1991 and re-elected in 1995 and 1999.

Mayor Webb has received numerous awards including: The Americans for the Arts 2001 Government Leadership in the Arts; The National Wildlife Federation's 1999 Achievement Award; and, The National Trust for Historic Preservation's "Outstanding Achievement in Public Policy Award".

Wellington established a consulting business, Webb Group International LLC, in Denver, October 2003 specializing in working with cities to build and finance hotel and convention centers; the management of convention centers and other public facilities; downtown economic projects; Affirmative Action Ordinance for construction and professional service contracts, which has been reviewed and accepted by the U.S. Supreme Court and representing businesses and cities with economic opportunities in Asia and Africa.

Webb was awarded a BA in Sociology from Colorado State College and an MA in Sociology from the University of Northern Colorado. He holds honorary doctorates from the University of Colorado and Metropolitan State College. Mayor Webb was a recent guest lecturer at Harvard's John F. Kennedy School of Government and a visiting "Fellow" at their Institute of Politics. He has served as President of the United States conference of Mayors, the National Conference of Democratic Mayors and the National Conference of Black Mayors.

Wellington and Ms. Wilma J. Webb, a former six-term Colorado State Representative and former United States Secretary of Labor Representative, have four adult children and live in Denver.

In October 2003, Wellington Webb was elected Vice Chairman of the Democratic National Committee. For information contact: A.J. Miller or Neha Bhatia @ 602-298-4200

MARRIOTT INTERNATIONAL RECOGNIZED AS ONE OF ESSENCE MAGAZINE'S 30 "BEST COMPANIES FOR BLACK WOMEN"

Washington, DC - Marriott International, Inc. (NYSE: MAR) has been recognized by ESSENCE magazine as one of the publication's "Best Companies for Black Women." According to the magazine, the 30 companies that made the list were selected based on their diversity and employee development opportunities for African-American women.

[Continued on the next page](#)

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For its selections, ESSENCE considered six key factors: organizational commitment to diversity; career development and advancement; work-life balance; representation in the workforce; community involvement and support and inclusive culture. Marriott was the only company in the lodging industry recognized on the list.

"Marriott is excited about being recognized for making diversity an organic part of our organization," said Maruiel Perkins-Chavis, Vice-President of Diversity and Workforce Effectiveness. Minorities make up approximately 24 percent of Marriott's management, and the ESSENCE magazine recognition shows that we are making real strides in the hospitality industry. We're proud of what we have achieved and remain committed to building a diverse workforce."

In recent years, Marriott has received honors for its diversity efforts from numerous organizations, including Latina Style, Diversity, Inc., Working Mother and Fortune magazines, as well as the NAACP, National Minority Business Council and Black Meetings & Tourism.

Marriott International, the first hospitality company in the world to establish a formal supplier diversity program, today spends more than \$150 million a year with over 10,000 minority and women-owned businesses.

AFRICAN AMERICAN BUSINESSES ARE ENCOURAGED TO BRAND, BRAND, BRAND

Long Beach, CA - According to the KIP Business Report, Blacks are 50% more likely to start a business than whites. Despite this, companies owned by African-Americans are still more likely to fail.

There are plenty of reasons to blame for this: Inadequate access to capital, lack of support from Black consumers, and even lack of business know-how. However, the number one reason why Black-owned businesses fail is because most of them don't build brand awareness.

What is branding? Branding means to distinctively market your company so that customers and prospects are thoroughly familiar with who you are and what you do. Ultimately then, when a consumer sees your logo or hears your company name, they should be able to identify you.

"You have to spend money to make money," comments Dante Lee, president and CEO of Diversity City Media. "Most people don't realize that it's okay to re-invest most of your profits back into your marketing plan; It's the only way for business to flow continuously."

Black-owned Turning Point Communications in Los Angeles builds their brand by hosting national and regional events, distributing monthly magazines, and being involved in community projects. Pat Means, CEO and president of the company comments, "Branding is so imperative because if you aren't constantly telling people who you are and what you do, how are they going to know and remember what you're about?"

An article on MarketingProfs.com says that visionary companies are always brainstorming ways to find loyal customers. When a customer is gained, the idea then is to keep them loyal. So, in a nutshell, branding is a series of creative strategies that keep your company fresh in consumers' minds.



Many times small business owners will only make one attempt to market to a potential customer. However, successful companies are constantly marketing to the same people. "For example," says Lee, "Nearly every week I receive pre-qualification letters and promo materials from American Express and Capital One. Apparently, they are going to keep marketing to me until I open an account with them." While some may find this type of repetitive strategy pointless and a waste of money, it actually works. "Think about it," Lee adds, "If that strategy wasn't working for them, why would they spend so much money on postage every week?"

In reality though, a company's branding capabilities depends on their advertising budget. Not every company can afford to mail out promos every week. However, whether you are on a shoestring budget or not, there is always something that you can do to build your brand. The key is to be creative and innovative; Think outside the box. Whatever you do, don't think that branding is just for big companies. "Any company, regardless of its size, must take an active role in shaping its perceptions among customers and prospects," says marketing expert John R. Graham.

5 WAYS TO BUILD YOUR BRAND

By Diversity City Media

1. **Host An Event.** Every year, try to host and/or sponsor at least one conference, seminar, or workshop that's relative to what you do. If you can't do this, be sure to at least attend one of these events, and network with as many people as possible.
2. **Talk To The Media.** Distribute press releases to local and national newspapers on a monthly or bi-monthly basis. Let the media know who you are and what your new developments are.
3. **Keep In Touch With Your Customers.** Whenever you gain a new customer, be sure to get their contact info so that you can either mail or email them updates about your company.
4. **Advertise Non-Stop.** At any given time, you should always have at least one advertisement that is actively promoting your company. This could be a magazine ad, newspaper ad, web site ad, billboard, street team, etc.
5. **Don't Give Up. - Be patient.** Branding is a slow process, especially on a shoe-string budget. However, in due time, you will see everything pay off.

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Arizona

May 13

Greater Phoenix Black Chamber of Commerce Breakfast Networking Forum

Location: Phoenix. Time: 7:00 a.m. - 9:00 a.m. APS Corporate Office 400 North 5th Street, 2nd Floor. For more information go to www.phoenixblackchamber.com, or call: 602-307-5200

ASU Technopolis SBIR Phase I Proposal Writing Workshop

Location: Tempe. ASU Technopolis' SBIR/STTR Phase I workshop will be a six-hour session targeting early-stage, first-time or unsuccessful writers of SBIR/STTR program Phase I proposals. It will teach participants a structured SBIR grant-writing methodology demonstrated to be highly successful. For more information, go to: www.asutechnopolis.org/; email: ContactUs@asutechnopolis.org, or call 480-727-6506

May 18

Greater Phoenix Chamber of Commerce Business for Breakfast

Location: Phoenix. Time: 7:15 a.m. - 8:30 a.m. La Quinta Inn - Phoenix North, 2510 W. Greenway Rd (meets every 3rd Tuesday)

Mayor's State of the City Address & Luncheon with Mayor Phil Gordon

Location: Phoenix, Hyatt Regency, 122 N. 2nd St. Phoenix, AZ . Time: 11:30 a.m. - 1:00 p.m. For more information call go to www.phoenixchamber.com/out_Events.cfm, or call 602-495-2182

Arizona Venture Capital Conference Tucson Get Ready Seminar in partnership with the Greater Phoenix Chamber of Commerce,

Location: Tucson. Time: 8:30 a.m - 10 a.m. Pima Community College, Community Campus, 401 N. Bonita Ave. For more information go to www.phoenixchamber.com/out_Events.cfm.

May 20

South Mountain Chamber of Commerce (SMCC) - After 5 Mixer

Location: Phoenix. Time: 5:30 p.m. - 7:30 p.m. SMCC Business Mixers are held the third Thursday of each month. The next mixer will be held at the Maricopa Skills Center, Buckeye Road at 12th Street. www.southmountainlavenchamber.com/

Phoenix Forum

Location: Phoenix . Time: 11:30 a.m. - 1:30 p.m. at the Arizona Biltmore Resort & Spa, 2400 E. Missouri Ave . Speaker: Linda Chavez, USA Today columnist and former staff director of the U.S. Commission on Civil Rights.

Professional Women's Roundtable

Phoenix Chamber of Commerce Boardroom, 201 N. Central Ave., 27th Floor (meets every 1st Tuesday) Call: 602-495-2195 or visit www.phoenixchamber.com/out_Events.cfm.

May 25

Greater Phoenix Black Chamber of Commerce Evening Networking Forum

Location: Phoenix. Time: 5:30 p.m. - 7:30 p.m. Club Central 3101 North Central in Park Central Mall. For more information go to www.phoenixblackchamber.com, or call: 602-307-5200

May 28

Greater Phoenix Black Chamber of Commerce 6th Annual Golf Tournament.

Location: Phoenix, Vistal Golf Course. For more information go to www.phoenixblackchamber.com, or call: 602-307-5200

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California

May 15

New Leaders Monthly Meeting

Location: Los Angeles, CA . Time 10:00 a.m. to 12:00 p.m. FAME Renaissance, 1968 W. Adams Blvd 1st Floor Meeting Room. The New Leaders (TNL): Los Angeles based, non-profit organization committed to leadership development and empowering the African-American communities. Monthly meetings (3rd Saturday) with a variety of top notch, influential guest speakers. www.newleaders.org/homesite.php, info@newleaders.org, 323-730-7785

May 26

9th Annual Show Me The Multicultural Money Business Conference

Location: Los Angeles Marriott Downtown. 333 South Figueroa Time: 8:00 a.m. to 4:30 p.m. 323-933-0945 mib1@pacbell.net www.mibmagazine.net

May 27

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. \$18 members (tax deductible); \$20 non-members Please RSVP to Chamber. For more information, phone: 619-262-2121 or e-mail: Info@sdraacc.org; www.sdraacc.org

Nevada

Las Vegas Urban Chamber of Commerce Monthly Luncheon

Location: Las Vegas. Time: begins at 11:30 a.m. and will be held at the Palace Station, 1048 West Owens Avenue. Fee: \$20 for members; \$25 for non-members and ALL walk-ins. RSVP suggested by calling 648-6222. For more dates of upcoming meetings or other information call: Ph.: 702 648-6222, Fax: 702 648-6223 or E-mail: info@urbanchamberlv.org. Sponsored by UCC.

Southern Nevada Black Nurses Association (SNBNA)

Location: West Las Vegas. Time: 11:00 a.m. 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, LV, NV 89127. 702-615-3575; fax 702-645-4708: 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.

June 21-24

The 2004 International Conference on Software Engineering Research and Practice Team-based Software Engineering (TBSE'04)

Location: Las Vegas. Time: See website for more details. The conference will be held at the Monte Carlo Resort. For more information: www.lunet.edu/business/tse04/ or www.world-academy-of-science.org

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. Email: dstemail@deltasigmatheta.org. **TEC**

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Employment

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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

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New England Financial/Progressive Financial Concepts, the premiere financial services firm in the Valley of Sun is looking for sales oriented individuals to learn the financial services business.

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Trainer/ Seminar / Workshop Presenter seeks audience to instruct. Audience must be located in continental United States -preferably Arizona, Nevada or Southern California. Group size should be not less than 10 and not more than 100. Attendees should be proactive and eager to learn. Eligible participants include but are not exclusive of: manufacturing employees, line managers, public and charter school staff/ educators, community organizations, municipality employee teams and chamber members. Learn more about this awesome opportunity to strengthen or grow your business, work team or organization contact the presenter at:

Angela Miller- Brooks Life Strategies Consulting - HR/PR
PO Box 24982 Tempe, Az 85285
LSCPXH@AOL.COM. Ph: 602-821-8191 Fax: 602-437-8852.

Weaving a Common Thread

by Angela Brooks

You may be asking yourself, what does travel have anything to do with minorities or small business? To answer, I transported my petite frame and oversized imagination to my cramped office. It's too small for a person like myself. An imaginative mind needs space, room; it needs to travel. That's why some of the most creative of the great ones - Wright, Haley, Giovanni and even McMillan needed to travel. They need breathing room. Nevertheless, I often find myself conjuring up grandiose dreams of a genie who'd magically transform my space into a favorite television hero's (J.R Ewing) office. Now that was an office, with a view and room to allow the imagination run wild.

Sipping a cup of coffee while sitting with one elbow solidly perched on an inflexible arm chair, I tried to relax and rewind my thoughts to nearly a year ago when I attended a fundraising banquet. The event had two guest speakers. One, an exceeding intelligent lawyer (Willie Gary) who owned multiple corporate jets, "The Wings of Justice." The other, basketball point guard turned all around businessman Kevin Johnson. Gary transformed himself from a plain southern school boy into one of the nations winningest lawyers. For Gary, winning means he must travel far and fast. He gets around by way of one of his personal jets. It doesn't take much to see that someone of his status,, needs the advantages independent travel can bring.

Former star Point Guard Kevin Johnson touched a nerve when he presented, at the banquet, a discussion Magic Johnson (he now has a "Magic Card" credit card available) had with an owner of the Star Bucks coffee franchise. To paraphrase, Magic was told , statistically, Blacks don't drink coffee therefore, a coffee shop in a historically depressed economic district in California just didn't make good sense or dollars. Magic was said to have talked a good game but, eventually had to put up a great deal of his own money to prove a point and fund the project of a coffee shop, if you will, "in da hood". Needless to say, in record time, the coffee shop sold coffee beyond expectations and out-sold others like it that were not in da hood but, that were found in more upscale areas were owners would be nearly guaranteed of revenue gains.

The point I'm making with all of this is minorities have money and they love to travel. It behooves me that minorities, especially African Americans, have to beat the drums to bring attention to this fact. Minorities (Hispanic and Blacks are by some accounts racing to be dubbed the top minority consumer) account for several billions in national buyer spending. Additionally, contrary to belief it's not all going to Nike, Fila or Gucci. Minorities enjoy travel and the finer things of life just as any other race. Collectively they now have the wealth to show it.

The travel business is big business. For minorities, the surface of this industry's bounty is just being scratched. When most people think of the travel industry, they think of the big three; those that cover road, rail and air travel. However, the industry doesn't stopped there. It encompasses a myriad of areas from travel guides, to specialty tours and agencies that cater to a travelers every need. Travel Association of America (TIA), the leader in the travel information industry reported in an Economic Impact of Travel in the U.S., which included residents from America and International travelers recently revealed travel expenditures to be estimated at about \$545.5 billion. It also presented data that revealed travel-generated employment was holding steady at a whopping 7.2 million jobs. Lastly, Travel-Generated Tax Revenues lay comfortably at \$93.2 billion. Those are some interesting numbers. Moreover, minority consumers accounts for a fair percentage of that market.

That the world is dramatically changing with predictions of more and more ethnic races entering and even in some cases dominating some consumer markets, It would be a fair assumption to say the travel industry and the minority (consumer, business person, business owner, etc) go hand in hand. It just makes good sense. **TEC**

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Experience Counts

by Angela Brooks

With over 50 years combined employee travel and corporate business experience, Laura Milbourne, President and CEO of E & T Travel, acknowledged her company can serve any consumer's travel needs.

"As a full service agency We can accommodate pretty much anything a leisure or corporate traveler may need" said Milbourne. "We can develop packets for around the world travel as well as consumer travel needs here in Arizona. We cover everything from A to Z from car, hotel and dinner reservations, bus tours, and much more."

Milbourne got into the business through working for the previous owners and at this agency. "My husband (Ronald Milbourne Marketing, and Operations) and my friend Terri White (Vice President) bought the agency from the previous owners. Our timing was unique in that we purchased the business at the top of September, 2001, just before 9/11.

T At the time, no one was traveling when we purchased our business. Additionally, the airlines cut our commissions completely from us (travel agencies). It was pretty devastating. However, our plan as a newly acquired agency was to be fifty percent corporate and fifty percent leisure. We've been fortunate to turn that around to 90 percent leisure and 10 percent corporate."

continued on the next page

E & T Travel

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Travel Agency

Laura
Milbourne,
President and
CEO

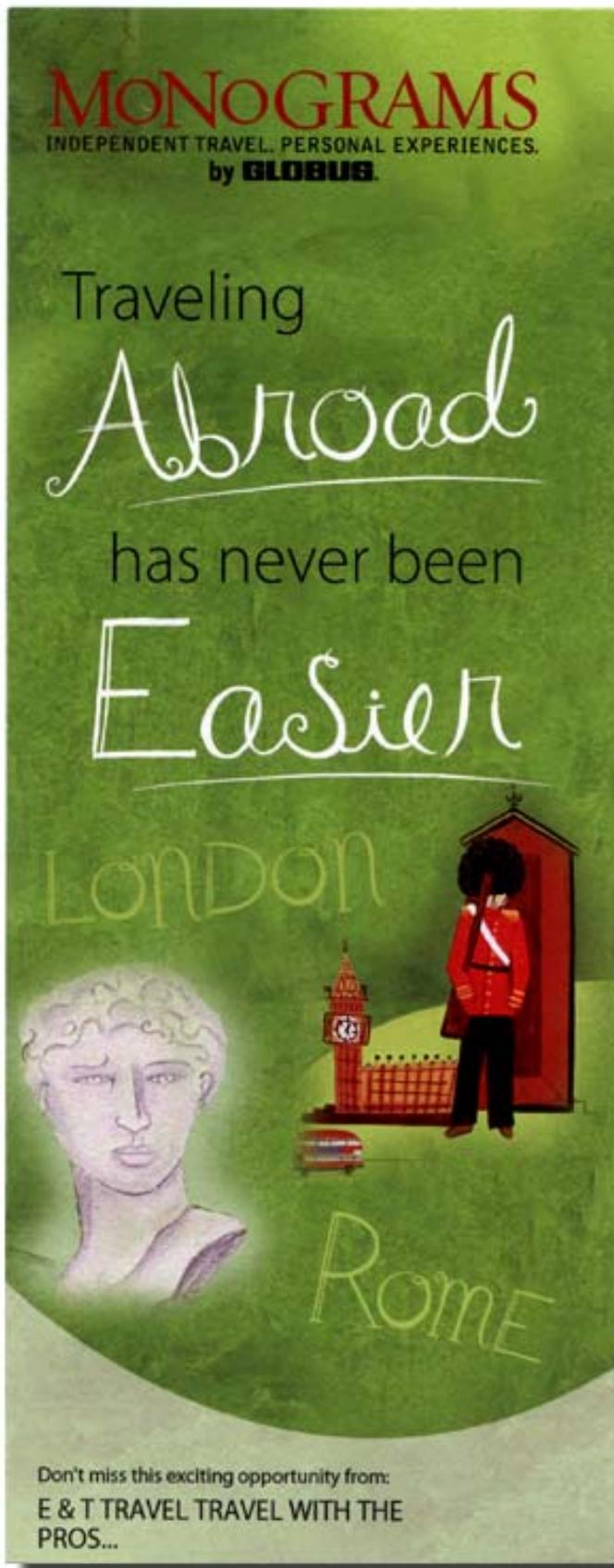
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Chandler,
Arizona 85226

480-705-4343
www.ettravel.net

Employees: 3

Affiliations: Several professional and trade associations including: Chandler Chamber of Commerce, Airline Reporting Corporation (ARC), International Air Transportation Association (IATA), American Society of Travel Agents (ASTA) and the Cruise Lines International Association (CLIA)

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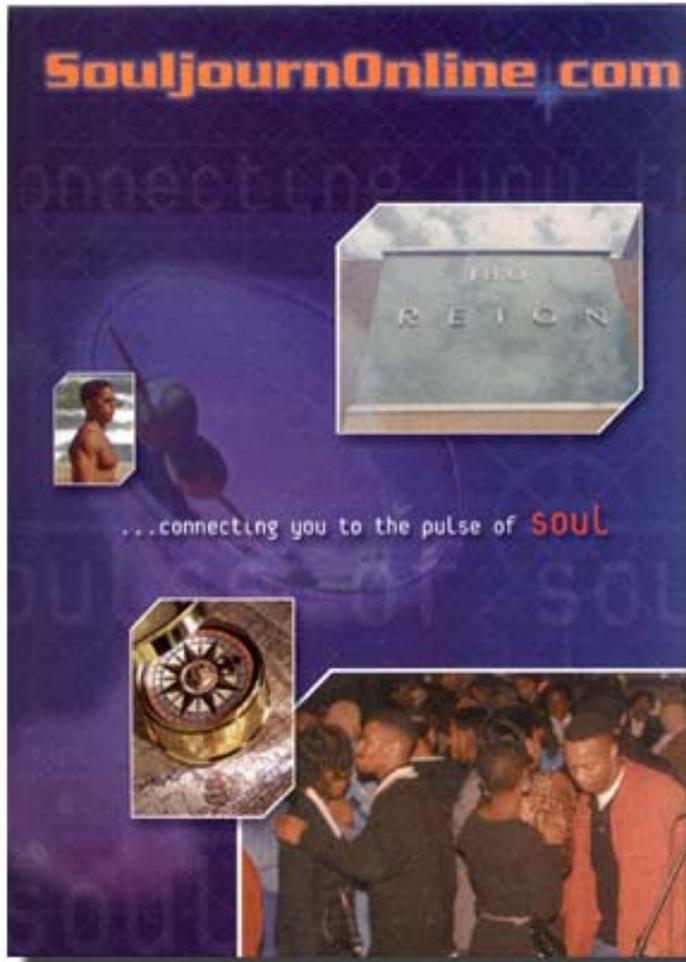
Developing fundamental partnerships in the travel industry is an irrefutable essential to a company's survival and profitability. Commenting on partnerships, Milbourne added, "E & T Travel is part of a consortium called Vacation.com. They (Vacation.com) have a cadre of suppliers and through them, we are paid a commission for booking with their designated suppliers. Becoming a member of a trade organization, for us, was important because it allowed us to be in the know about industry changes." Milbourne felt trade organizations often times could greatly assist with the promotion and marketing one's business" said Milbourne. "They provide information of what's new, what's coming over the horizon and how to deal with the Internet, for instance, in how it can help a business and how it could hurt a business. Ultimately, trade organizations are an invaluable support system."

"As for the market," Milbourne said, "this first quarter has been excellent for everyone. We don't normally work with the Arizona Visitor's Bureau, our business is chiefly comprised of people putting on, say, a wedding or a client buying a golf package for an out of town client". Milbourne admits anyone could very well not employ E & T Travel or any other travel agency's services, but, goes on to explain that there are many benefits. "Travel agents deal with many aspects of the industry. E & T Travel offers exceptional service clients can depend on." **TEC**

Minority Owned Travel Agencies Web Sites:

- Alpha International Travel/
www.journeycorp.com
- Gold Star Travel, Inc./
www.goldstartravelinc.com
- Travel Tips/ E-mail:
hockett2@aol.com
- Treasure Travel/ E-mail:
TreasureTravel@hotmail.com

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In the Los Angeles focused SoulJourney, CEO and Publisher Patrick Christofer Riley, described his publication as a convention, cultural and travel guide designed to fill a void in the American travel industry. "Black Buying Power in the United States is approximately 500 billion dollars. We spend in the neighborhood of 35 billion on leisure and convention travel. Those are strong statements that should not be

T **r** **a** **v** **e** **l**

ignored. At SoulJourney, we've recognized that Blacks are interested in and need other leisure, historic and cultural places in which to patron," said Riley.

A remunerative undertaking, Riley's SoulJourney consists of several focused guides covering Atlanta, New York, Chicago and Los Angeles that are designed to enhance area residents, tourists and convention participants experience of what each city has to offer.

Unlike scores of men and women who start a business on a wing and a prayer, Riley admitted he had an exceptional support system in his family and friends and that his business was organized from the very beginning. Organization is often a component many start-ups flounder in understanding as being a significant trait in the establishment of a successful small business.

SoulJourney, LLC. Ethnic Regional Travel Guide

Guiding the World to
the Best of Black
Culture

Los Angeles
Chicago

Atlanta
New York

Patrick Christofer Riley
CEO

251 West 136th Street
Suite 2B, New York,
New York
(Headquarters) 10038-
2617

Fax:
212-594-2944

E-mail:
pcr2@mindspring.com

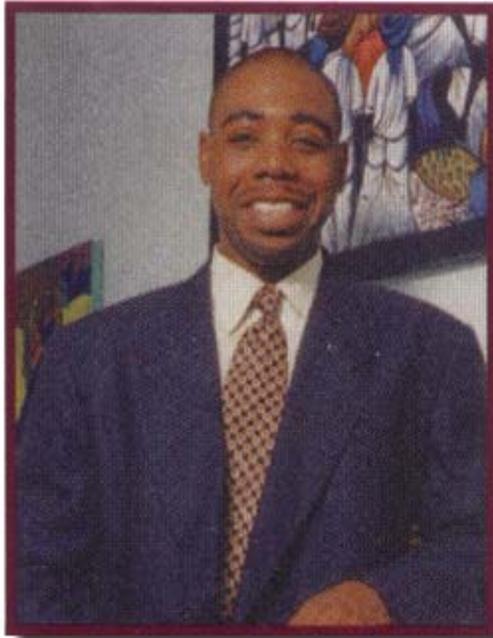
WEB
www.souljouronline.com

Employees:
Several Staff Freelance
Writers

Established:
1999

continued on the next page

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Riley, recapped the birth of the Los Angeles Souljourn (as with his other like publications) was the product of three distinct key steps in "how I did it". "I must admit, I didn't have any formal or corporate experience as a publisher but, I knew there was a need and a void that could be filled to serve a community of people. Therefore, one of the most critical things I did was to seek and appoint a reputable publisher to oversee operations as only one with such expertise in the field could." This was done, naturally after funds were secured and his business plan was completed (Riley admits his business plan took upwards of 1.5 years to complete) which he said, was very much like a constitution. In so far as funding, Riley boldly stated, "I raised funds for Souljourn by going to family and friends with the idea and plans. Once

they saw I was serious and that this would be a good venture to be a part of, they became, if you will, my initial financial backers. Additionally, Souljourn needed the support of a big player in the print business. RR Donnelly, the largest printers in the United States and Souljourn struck a strategic printing partnership. That partnership has proved to be a good decision for Riley and his Los Angeles Souljourn. Riley reported Souljourn revenues topped the 6 digit mark.

Nearly five years old, Souljourn boasts several advertisement clientele including: American Airlines, RCI Holiday Network, Greyhound, House of Blues and many, many more. Souljourn's Los Angeles edition, a pocket size treasure just under 100 pages, certainly packs a wallop with vivid details of a host of interesting venues and events such as - ethnic galleries, eateries, business entertainment hot spots, leisure activities and of course, landmarks and historical points of interest.

An exceptionally well designed publication with quick reference capabilities, and fold out maps, Souljourn is one of the most practical products on the market today that showcases Black communities and attractions in their best light. "Although we (Blacks) have a buying power in the billions, the market for Black travel dollars is just beginning to be realized." As for responsibility to the community at large," Riley stated, "as our logo shows, our symbol is the traveling star. Stars, specifically the North Star, played a significant roles in guiding Blacks to freedom." Riley pointed out he is committed to Souljourn, and is preparing to change it's business practices to better accommodate the needs of its clients and patrons. "Souljourn is a great product and is a beacon in the world of travel." **TEC**

Additionally, Souljourn needed the support of a big player in the print business. RR Donnelly, the largest printers in the United States and Souljourn struck a strategic printing partnership. That partnership has proved to be a good decision.

Additional Minority oriented travel sites

- Hispanic Media and Travel magazine. www.hispanicmeetingstravel.com
- Soul of America.com www.soulofamerica.com/home.shtml
- Africa Travel Magazine www.africa-ata.org/
- Black Travel Online www.blacktravelonline.com/
- Pathfinders Travel www.pathfinderstravel.com/
- The African American Travel Guide www.littleafrica.com/afrotravel/

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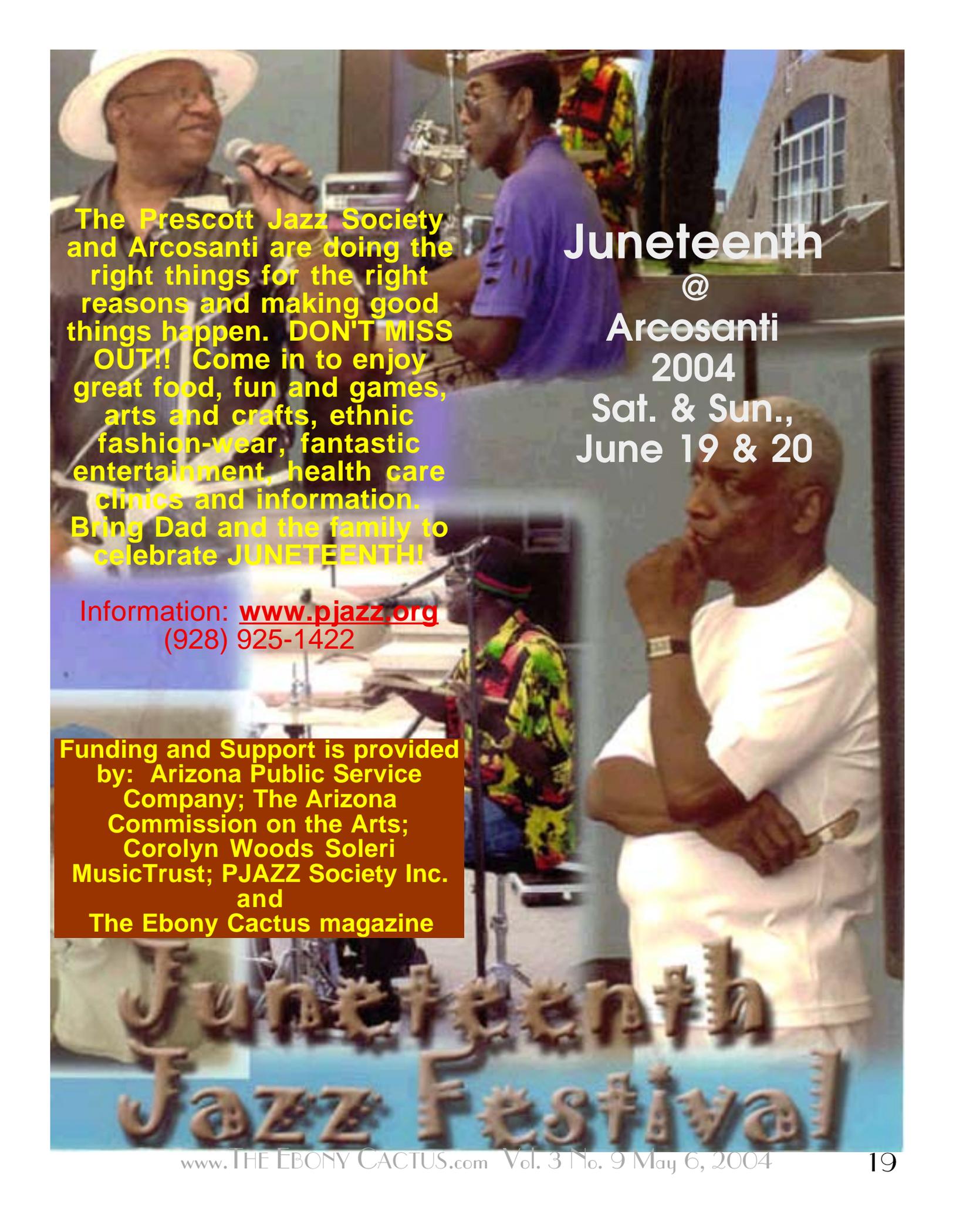
Getting Around

In creating the Ebony Cactus magazine twice a month, we get around. Below are a few snap shots of some of our favorite places.



Photography by Sowell

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The Prescott Jazz Society and Arcosanti are doing the right things for the right reasons and making good things happen. **DON'T MISS OUT!!** Come in to enjoy great food, fun and games, arts and crafts, ethnic fashion-wear, fantastic entertainment, health care clinics and information. Bring Dad and the family to celebrate **JUNETEENTH!**

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Funding and Support is provided by: Arizona Public Service Company; The Arizona Commission on the Arts; Carolyn Woods Soleri MusicTrust; PJAZZ Society Inc. and The Ebony Cactus magazine



Drawing # 2 for June 2004

To celebrate the advent of Cactus Internet Radio, The Ebony Cactus magazine is giving away **FIVE (5) minutes** of free on demand "air" time (interview format) to promote your business, posted for one (1) month on the Ebony Cactus web site, and a free 1/4 page ad in the two corresponding (2) consecutive issues of The Ebony Cactus magazine.

The Product

Cactus Internet Radio is 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, there will be on-demand click to listen audio (high speed internet connection recommended) reports on business activities across the Southwestern 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 is fully PC and Mac compatible using universally available programs such as iTunes and Windows Media Player. Streaming real time events will be available in the near future.

Who's Eligible

Two types of businesses are eligible for this drawing:

- Businesses with a 51% or greater women or minority ownership.
- Any small business of with annual income of less than \$500,000 annually.

The Rules

1. **Two key phrases** are located somewhere in the May 6th (this issue) and May 21st editions of the Ebony Cactus magazine. Minority businesses look for the phrase; "**Harnessing innovation.**" Small businesses look for the phrase; "**Capturing creativity.**" **A business may enter in one category only and one entry per business.**
2. To qualify for the promotional air time drawing, send a printout of the page from one of the two issues with the key phrase for the category your business qualified for on it and a business card postmarked by June 5th 2004 by regular mail to The Ebony Cactus Drawing, P.O. Box 24982, Tempe Arizona 85285.
3. The drawing is limited to the listed categories of businesses in Arizona, Las Vegas, Los Angeles metropolitan area and the San Diego metropolitan area.
4. A winner will be selected by a random drawing on June 15, 2004 and notified by certified mail of the award by June 20th 2004.
5. The Ebony Cactus magazine will arrange for a recorded interview with the company and post the program on the www.theebonycactus.com website on July 6 2004 for 30 days.

Important Note: The key phrases are NOT on this page.

Cactus Internet Radio is a revolution. It gives the user not just 5 minutes of time but instead 5 minutes multiplied by the number of times it is downloaded over a 30 day period. With an interesting message, the total listenership could be astounding.



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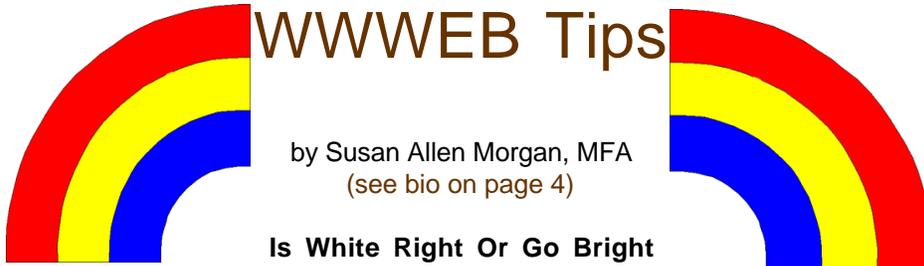
Customer/Employee
Appreciation
Diversity Training

Marketing/Media

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

Harnessing innovation

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The word on the web is white is the best color to use as a background for your website. How do I know this? Clients go to seminars and report to me that they read about it or a great web guru shared this great discovery. Yes, white is successful as a background. I don't deny it. Any color looks good on white. Classic paintings from our great artist of the past always started with a white canvas. Or did they? No, Rembrandt for one, use green and black as a base color to get his noted light effects.

After designing websites for nine years, I have seen many white websites, good and bad. I have seen the use of color, good and bad. Color on websites is a very challenging variable for designers. Some colors just don't look the same from monitor to monitor. It may appear that the light green link you put over a dark blue background looks great on your monitor but can't be read on another.

The beauty of websites and color is that there is no extra charge for using all the color you want. In print you pay for color. As a website designer there isn't anything I appreciate more than a well-designed website that uses a full spectrum of color in good taste.

For more information on this email SAM@transNETMedia.com
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transNET Media LLC
602 494 7532
www.transNETMedia.com
SAM@transNETMedia.com

The beauty of websites and color is that there is no extra charge for using all the color you want. In print you pay for color. As a website designer there isn't anything I appreciate more than a well-designed website that uses a full spectrum of color in good taste.

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**Life Strategies Consulting
&
The Ebony Cactus magazine**

provide

Training, Information, Strategic Solutions

in

**Human Resources
Supplier Diversity
Business Management
Creating Opportunity
Creativity & Innovation**

to

Minority Businesses & Fortune 1000 Companies

through

Cactus Radio TEC Magazine Seminars ProServices

resulting in

VALUE

through

Knowledge

Knowledge is “Information that can be used.” The mission of The Ebony Cactus magazine and Life Strategies Consulting is to provide the knowledge that makes opportunity possible.

Innovation

Creativity is a critical shared cultural value between minority communities and American business. Harnessing this growing pool of creative and unique thinking through the process of innovation will be the driving force for business opportunity and growth in the 21st century.

International Exposure & Access

Thousands of minority and majority business leaders, professionals and owners read The Ebony Cactus magazine and will listen to Cactus Internet Radio

New Readers Survey

www.surveymonkey.com/s.asp?u=46093407691

Dear Reader. Here at the Ebony Cactus magazine, we are seeking to improve our service. Your filling out this survey will help us build a better resource for you. To this end, we have two new services to help empower you and your business.

1. The Ebony Cactus Professional Business Seminar Series.
2. Cactus Internet Radio.

What we need to know is what you would like us to present using these two new vehicles.

1. The purpose of The Ebony Cactus Professional Business Seminars are to present information on needed business skills at a level of detail greater than can be provided in The Ebony Cactus magazine. What we need to know is what you need to learn.

2. The second new service is Cactus Radio. Pulled from the pages of The Ebony Cactus magazine, the on-demand click to listen web radio program reports on minority business activities across the Southwest United States. Which of the following programming selections would you find most interesting and useful?

- Events/Conference excerpts
- BizTips
- T.E.C. Support (your biz questions answered on air)
- Breaking Business News
- Roundtables
- Success 101
- Business Profiles
- Financial tips
- Interviews with public and private leaders focusing on business.

Here is the URL. Thanks for helping us improve our service.

www.surveymonkey.com/s.asp?u=46093407691

Conference Call

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Courtesy of Multicultural Marketing

MAY

May 12-16, "The 9th Annual Black Enterprise/General Motors Entrepreneurs Conference," Dallas, Black Enterprise, 800-543-6786

May 20-21, "Multicultural Marketing for Pharmaceutical," Philadelphia, The Center for Business Intelligence, 800-817-8601

May 21, "10th National Asian Entrepreneur of the Year Awards," Las Vegas, Asian Enterprise Magazine, 909-860-3316

May 22, "6th Annual Inner City Youth Golfers Association Scholarship Golf Tournament, Auction and Awards Dinner," Florida, African American Golfer's Digest, 212-571-6559 x11

JUNE

Jun 9-10 "Hispanic Media Summit," Washington DC, National Association of Hispanic Publications, 202-662-7250

Jun 10-11 "The 2004 Annual Diversity Conference: Building Organizational Capability Through Diversity," Chicago, The Conference Board, 305-531-1518

Jun 13-15 "API - The Pan Asian Food and Beverage Trade Show," LA, International Trade Information, 818-591-2255

Jun 15-16 "3rd Women in Leadership Conference," Barcelona, Spain, Catalyst & The Conference Board, www.conference-board.org

Jun 17-20 "2004 South Asian Journalist Association Convention," NYC, SAJA, 212-854-5979

Jun 17-20 "African American Business Summit," Irvine, CA, Diversity City Media, 562-209-0616

Jun 20 "Real Men Cook For Charity Father's Day Event," 10 cities, Resource Associates International, Ltd., 773-651-8008

Jun 24-27 "NLGJA 2004 National Convention," NYC, National Lesbian & Gay Journalists Association, 202-588-9888

Jun 26-29 "2004 NCLR Annual Conference," Phoenix, National Council of La Raza, 202-785-1670 **TEC**

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Future Editions of the Ebony Cactus

Publication date	Issue Focus
May, 2004 6 21	Innovative Businesses
June, 2004 6 21	Winds of Change Focus on: Water Winds of Change Focus on: BioTechnology and Tech Transfer
July, 2004 6 21	Winds of Change Focus on: Energy Winds of Change Focus on: Technology
August, 2004 6 21	The Arts/Spas and Resorts Law/The Publishing Industry
September, 2004 6 21	Entertainment Medical
October, 2004 6 21	Power Networking/Human Resources Policy Makers
November, 2004 6 21	Non Profit Organization Marketing
December, 2004 6 21	Holiday Gift ideas Annual Index

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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. Let us help you Make It Happen!

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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.

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www.theebonycactus.com for download (see legal).

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Tell them

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SWEET HONEY
IN THE ROCK
Friday, January 28,
2005 8PM



THE BLIND BOYS
OF ALABAMA
Saturday, February 26,
2005 8PM



GIRLS CHOIR OF HARLEM
Friday, April 1 2005 8PM

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GEORGE WINSTON
Saturday, November 13, 2004 8PM

BROADWAY!
THE BIG BAND YEARS
Saturday, January 15, 2005 8PM

COMEDY PET THEATRE with
GREGORY POPOVICH
Saturday, January 22, 2005
3PM & 7PM

THE SMOTHERS BROTHERS
Saturday, January 29, 2005 8PM

THE PEKING ACROBATS
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Featuring A 36-Piece
Symphony Pops Orchestra
Saturday, February 12, 2005 8PM

LARRY GATLIN +
THE GATLIN BROTHERS
Saturday, March 5, 2005 8PM

PAT METHENY GROUP
Sunday, March 6, 2005 7PM

SEVEN BRIDES FOR
SEVEN BROTHERS
Thursday, March 17, 2005 8PM

THE AMERICAN TENORS
*3rd Annual Endowment
Benefit Concert
& Raffle Reception*
Saturday, March 19,
2005 8PM

SIDE STREET
STRUTTERS
JAZZ BAND
Friday, April 15,
2005 8PM

"AIDA"
OPERA VERDI
EUROPA
Saturday, April 23,
2005 8PM



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