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HOME

THE EBONY CACTUS magazine

Vol. 2, No. 9

May 20, 2003

A New Perspective on Business



Cover: Authentic Data Solutions
Inside: Victor Daniels, Native Arc Architects

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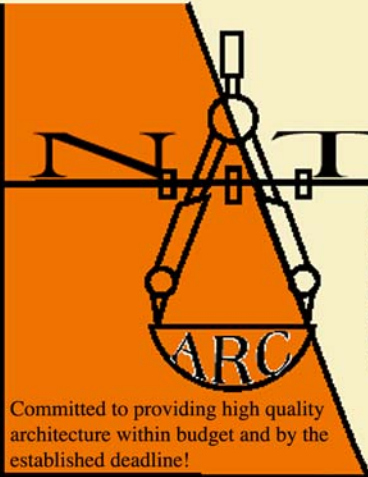
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 Keeping You On The Scene**

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Our cover story, Authentic Data Solutions is a distributor of ID and security related products as well as office finishing products. An authorized dealer for several manufacturers specifically Datacard Corporation which makes the ID card equipment, New Bold corporation which also makes ID Equipment, Healthware which makes health care related products for patient registration and patient identification, ADS is an up and comer to be followed. **Pg 10**



Spotlight on Victor Daniels: A native of Macomb Ill and the middle child of eight, Victor Daniels is a representative for Congressman J. D. Hayworth. A graduate of Arizona State he attended school in London, Florence Italy, Siena Italy, and Dublin Ireland. He also traveled to Cuba while studying the history of racism in Cuban society. He returned to Arizona for good in 2001 after taking a position with the Congressman. **Pg 8**

Native Arc Architects: Out of the 150,000 architects in the United States, only about 130 are Black females. Native Arc is a wholly woman owned architectural business that accommodates the need for primarily commercial, institutional and industrial work. An exceptional business in more than one manner, their story is an inspiration. **Pg 12**



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Contributing Writer: Beverly West Pg 14



Beverly West and Felecia Buycks owners of NST Professional Services have over 25 years of combined experience in corporate America working for and with Fortune 500 companies in the areas of Financial Management and Human Resources. Ms. West and Buycks each hold MBA's in their perspective fields. If you would like to learn more, visit their website: www.nstpros.com or contact them at (602) 625-1555.

Erratum: In the May 6, 2003 edition of TEC, an incorrect phone number for **About Blind Cleaning Inc** was listed. The correct phone number is: 602-404-7250

[Home](#)

Angienuity

Human Resource, Small Business and You

by Angela Miller-Brooks

However full the house, the hen finds a corner to lay in - Sierra Leone Epigram

Your business is bucking back and fourth like a prime rodeo horse saddled by an inexperienced Arizona ranch hand. Your sales are mediocre at best but, you know things could be better. How is this happening? How did things come to this? While sitting in your new pride and joy, a pig-skinned ergonomic computer chair, you think... I attend to my customers needs expeditiously and without fail. Suddenly out of the the corner of your eye you recognize a long standing client whose being totally disregarded by your bright new front line employee. The employee's demeanor seemed so in synch with your operation during the initial interviews. What's more, you were encouraged to employ this bundle of eagerness with the assurance that they were safe to hire. Is the regrettable outcome the fact that someone's homework was incomplete? Or is it simply a lack of understanding of what makes a work team run well through and through. Hey, that's not a bad thing. At least you recognize opportunities for improvement and all businesses can stand to improve in one area or another. At any rate, rather than rack your brain with such questions why not employ or save even more money by contracting a professional - a *Human Resource Liaison*.

By definition, Human Resource is the function of managing personnel in an organization/business, with responsibility for hiring, training, administration, implementation and monitoring of benefit programs, maintaining records, etc. A liaison can be a viable go-between who smoothes over potential problems.

A Human Resource liaison can support a company in setting strong foundations for proper hiring processes, weed out incompatible candidates and define duties in a concise and palatable manner with job descriptions showing little to no ambiguity. A rational, experienced one can help manage problems such as employee complaints and handle employee terminations effectively, efficiently and properly. Don't forget, the law is the law any way you slice it. EEOC and OSHA are serious government entities whose wrath is swift and furious in some cases. To them, the size of a non conforming company is not important. Out of compliance is simply out of compliance. The bottom line is, good customer/client relations lead to sales which in turn lead to longevity. To hit the sales numbers like the big boys and girls you'll have to play the game as they do. They know when to send in the relief pitcher; do you? Dream Big!

Living in America

"To Boldy Go"

by George B. Brooks, Jr. Ph.D

"Fortune befriends the bold." John Dryden

The Epilog to Star Trek says it all, "To boldly go where no man has gone before!" Americans admire bold people. Whether it be Captain Kirk, George W. Bush or Bill Clinton, we like those with the courage to lead. So what is it to be bold and why do we admire it so much? First lets define the term:

Bold

Pronunciation Key (bld)
adj. bold-er, bold-est

1. Fearless and daring; courageous.
2. Requiring or exhibiting courage and bravery. See Synonyms at brave.

(The American Heritage® Dictionary of the English Language, Fourth Edition)

So to be bold is to be brave, to have courage. To have the wiliness to lead and face adversity in doing so. To go where no one has gone before is a not a proposition for the faint at heart.

So what does this have to do with business? The 17th Century Playwright John Dryden is reported to have said "Fortune befriends the bold." In other words, if you have the courage to stick your neck out, pure mathematics would suggest you have a far better chance of achieving your goal than one more timid.

We are now in a recession, a nasty one. As I discussed in last issue's editorial, most of the money spent on the war as yet to trickle down to the majority of Americans. When low on money, the last thing we want to do is take a risk. We don't want to spend, we don't want to advertise, we go into a "prevent defence" and try to wait out the storm.

The bold would see this situation quite differently. They would see this as time to start a business. The time to take risk and make a move. When every one else is sitting at home, the way is clear for the courageous to go out and befriend that fortune that is waiting for them. Are you brave enough to do this? More on this next time. For now, "Live long and Prosper."



Editorials

Home

Arizona Minority Business Summit May 30th, 2003



On Friday May 30th, 2003, Congressman J.D. Hayworth will be hosting "The Congressional Minority Business Summit. The theme is "Prosperity: Expanding the Minority Marketplace." The location is the Salt River Pima-Maricopa Indian Community Center 1880 N. Longmore, Scottsdale, Arizona. Call (480) 926-4151 for information and directions. The following is the tentative agenda:

Agenda

1:00 – 1:30 Registration

1:30 – 1:35 Opening Prayer – Ricardo Leonard

1:35 – 1:40 Welcome from President Joni M. Ramos, Salt River Pima Maricopa Indian Community

1:40 – 1:55 Congressman J. D. Hayworth Welcome and Introductions of Washington Panelists & Moderator

1:55 – 2:00 Moderator - Richard V. Bowles – National Association of Minority Contractors Introduces Local Panelists

2:00 – 3:30 Panel Discussions on SBA 8(a), Contract Bundling, Contract Bidding (Procurement especially as it pertains to Dept. of Transportation Contracts – TEA-21), and Microloans

3:30 – 4:00 Audience Questions

4:00 Adjourn

Washington Panel (as of May 20, 2003) -

- Congressman J.D. Hayworth, Ways and Means Committee
- Congressman Bob Beauprez, Small Business Committee
- Ron Langston – Director, Minority Business Development Agency, U.S. Department of Commerce

Local Panel (as of May 20, 2003)

- Izzy Gonzales – Arizona Minority Business Development Center
- Cody Williams – Greater Phoenix Black Chamber of Commerce
- Wayne Leone – President American Indian Chamber of Commerce
- Sandy Abalos, Sunrise Bank - NAWBO Representative
- Carlos Avelar – Associated Minority Contractors of America, Phoenix Chapter
- Ken Ihori – Asian Chamber of Commerce

Introductory meeting on the Phoenix Civic Plaza

You are Invited to a Very Special Meeting Come to an Introductory Meeting on the Civic Center Plaza Wednesday, May 28, 2003 12:00 - 1:30 p.m. (complimentary lunch provided) Phoenix Civic Plaza, Tucson Rooms 40-41 (South End)

[Continued on the next page](#)

Civic Plaza Continued

Find out what all the fuss is about:

- See and comment on preliminary design concepts being considered for the proposed \$600 million renovation of Civic Center Plaza
- Hear why we need action on the Civic Plaza Bill now; why we cannot wait another year
- Meet key players in Civic Center expansion design and construction
- Learn of potential opportunities for MBE/DBE firms
- Find out what the Civic Plaza expansion will mean to you!

RSVP No later than May 21

Now is the time for action on the Civic Plaza expansion! Now is the time to start making your perspective heard!

Complimentary parking will be available for participants in the Civic Plaza Garage. This garage is located underneath the Civic Plaza, and the entrance is on Monroe between 3rd and 5th Street. Fax to Denise Meridith Consultants Inc. 602-264-3116 or leave message 602-996-7757 by close of business Friday, May 23, 2003

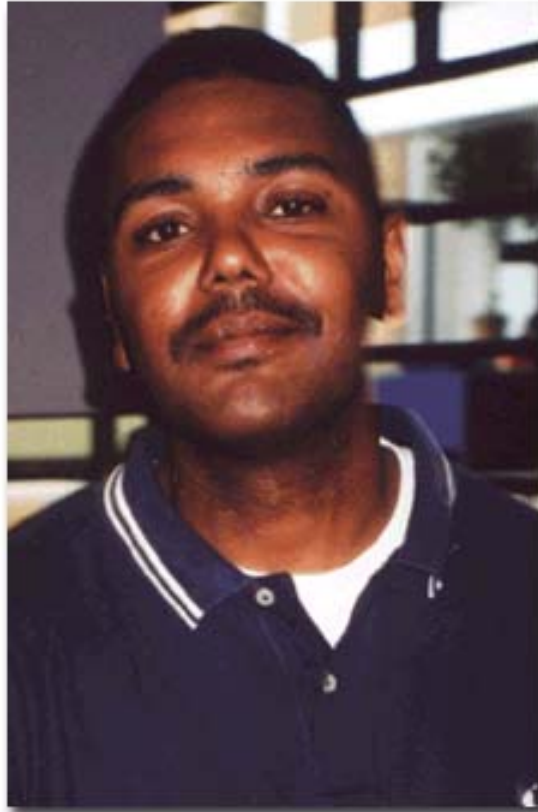
Arizona Council of Black Engineers and Scientists announces 19th annual Computer Camp

On a Saturday morning, the Memorial Union at Arizona State University is normally a quiet place. That stillness is broken for a few weeks every summer by students participating in the Arizona Council of Black Engineers and Scientists Computer Camp. Now in it's nineteenth 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.

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

Led by Marcus Green and Karen Crawford with welcome assistance from the National Society of Black Engineers Alumni Extension, the programming classes are divided by skill level into

bits (beginners) and bytes (advanced students). A keystone program of ACBES, in the past the Computer Camp has received additional support from Motorola, the Lower Colorado Region of the Bureau of Reclamation, the Phoenix Suns and Arizona State University.



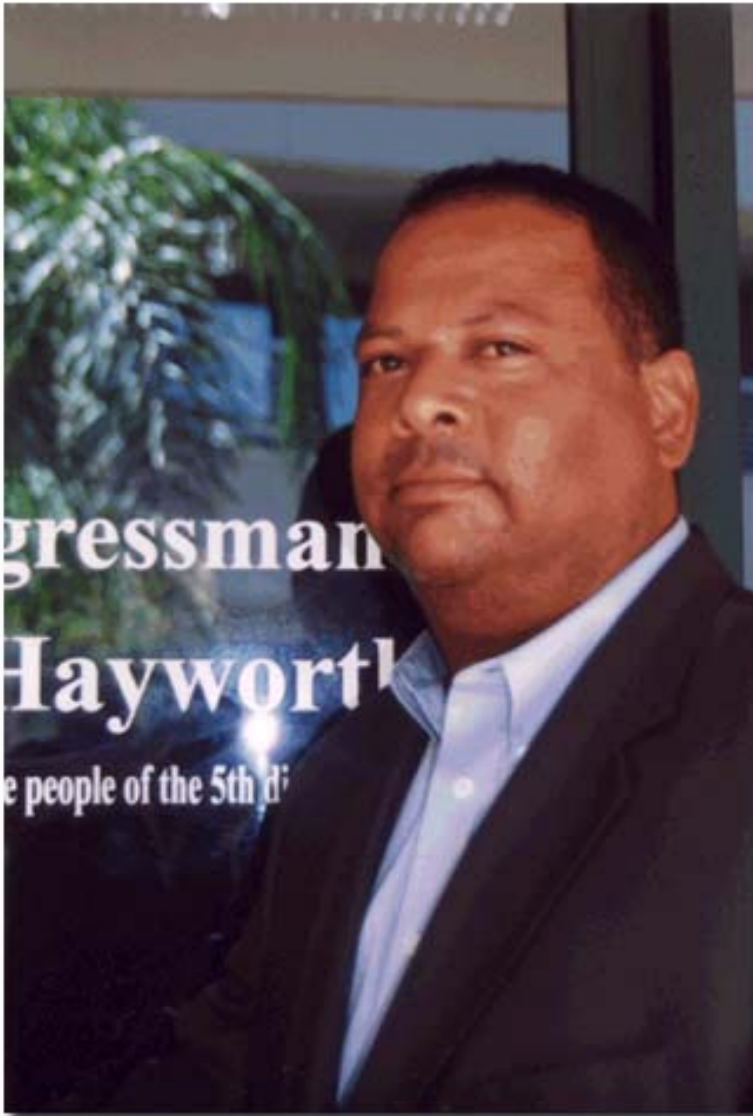
ACBES computer camp chair Marcus Green

The 2003 dates are July 12, 19, 26 & August 2, 9. The Computer Camp is targeted towards students entering the 7th - 11th grade. There are a limited number of seats available so please send applications ASAP. For information on the 2003 Computer Camp, contact Computer Camp chair Marcus Green at 480-441-0290 or marcus.green@gd-decisionsystems.com. (See application form on page 14 of this issue)

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continued

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Spotlight on:
Victor Daniels

Representative for
Congressman J.D.
Hayworth
5th Congressional District
Outreach Coordinator
14300 N. Northsight Blvd.
St. 101 Scottsdale Az.
85260-3672
480-926-4151 Office
Fax: 480-926-3998
www.house.gov
/hayworth/

Background: I was born in Macomb III, the middle child of eight, which makes me the meanest, most stubborn and most ambitious. As a graduate of Arizona State I had always intended on coming back to the Phoenix area. I've attended school in London, Florence, Italy; Siena, Italy; and Dublin, Ireland. I have also traveled to Cuba while studying the history of racism in Cuban society. I returned to Arizona for good in 2001 after taking a position with Congressman J. D. Hayworth.

"I have a deep, deep personal commitment to help people in the community. It is the old saying of giving back."

I met Congressman Hayworth through serendipity. I was on the 5 freeway in San Diego driving to hear him speak at a breakfast when he entered from the on ramp. To this day I don't know why I chased him down. Something just told me there goes your ticket to Arizona. After a speedy chase, I flagged him down and 10 days later I was back in Arizona.

Goals: I just want people to know that Congressman Hayworth cares about all the people here in Arizona and that his door is open. He really is a great guy and people should take the time to get to know him. My job takes me into the community where I can talk directly with the people and bring the concerns and issues back to our office, where we can address them. It's all about the people and J.D. is a people person. Working for J.D., I've learned that people of Arizona have come to know him as the guy that's gets things done. He's the go to guy. He never fails to impress me. Plus he is just fun to work for and to be around.

Victor Daniels

edited by:
George
Brooks, Jr
Ph.D

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Victor Daniels

L to R
Congressman
J.D. Hayworth
Mrs. Mary
Hayworth
Ben Stein
Victor Daniels



We are working directly with the African American Community on a number of issues. Currently we are helping the Urban League find funds for a diabetes program focused on the African American Family. Ben Jefferson of our office is working with Danny White of the NAACP ACT-SO program to fund a pilot program for at risk youth. This fits into the Presidents 'No Child Left Behind program.' J.D. has long been a supporter of small business as well as supporting the Phoenix Black Chamber since its early days. Black owned charter schools need our help. We're here to help and the commitment from our office is becoming well known throughout the African American Community.

Setting Priorities: Everyday is different. We get many invitations to participate in worthwhile activities. The Congressman has very specific goals and directions: help you as an American succeed at living your American dream, home ownership, education, owning your own business its about living in America. Its all about the people

Facts/Values/Outcomes: The fact is that J. D. was elected to serve the people and I work for J.D. We need to be in the community to address the issues that people bring to us. My goal is to let the Community know that I am in J.D.'s office and his door is open.

Minority Business Summit 1 to 4 pm

5/30/03: On May 30th we will be hosting a Minority Business summit. It will address contracting issues and other federal programs in place to help minorities businesses, but fail to do so. The goals are to find out from the minority community what minority businesses need from the federal programs that are in place to assist them and help them to thrive. This is being done because the impression is that these programs are not serving the Minority Community in the manners intended. We wish to find where the problems are and develop a list to take back to DC and to make these federal programs successful.

Motivation: I grew up dirt poor and I was lucky. A number of people helped me along the way. I have a deep, deep personal commitment to help people in the community. For if it had not been for the folks at the YMCA that sent me to camp for free, or that gave us free swimming lessons, or the people at the Lions Club and the Optimist Club that had me participate in a number of their programs. It is the old saying of giving back. I am now in a position to network and help folks come together to build a better community. It is natural, it is automatic.

Despite all the problems this nation has, it is still the best place in the world to live. If we would just work together, people who want to succeed can still succeed. It will not be easy, but you keep moving forward.

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Business Profile

**Tempe,
Arizona**

Organization:
Authentic Data
Solutions

**Type
of Business:**
LLC

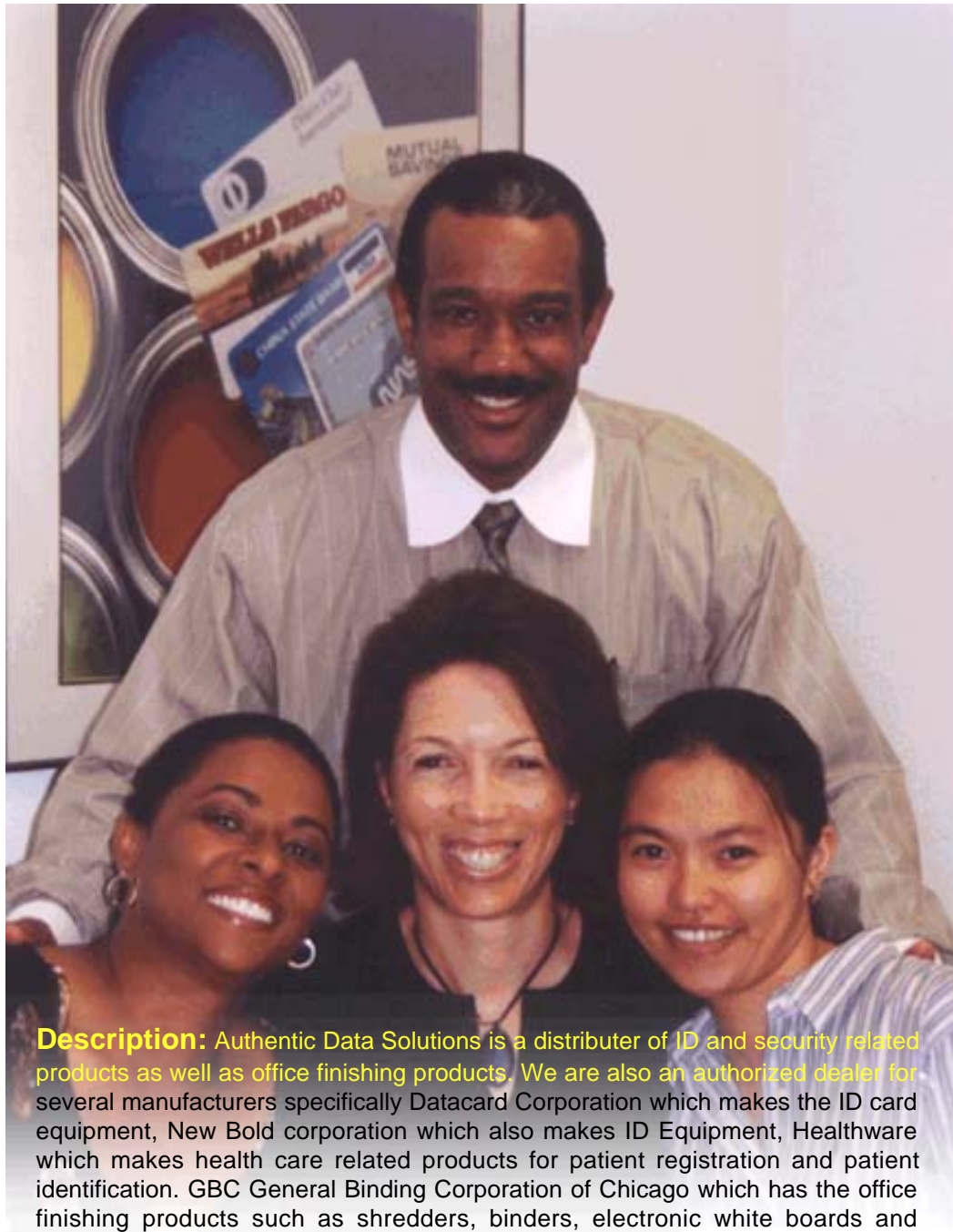
President:
Stan McKinney

Experience:
Since 1999

**Mailing
Address:**
2111 S.
Industrial
Park, Suite 104
Tempe, Arizona
85282

Telephone:
480-966-6536
480-966-6530
toll free: 877-
966-6536
Fax: 480-966-
6530

E-mail/WEB:
Authenticdata
@mind
spring.com
ww
w.authenticdata.
net



Description: Authentic Data Solutions is a distributor of ID and security related products as well as office finishing products. We are also an authorized dealer for several manufacturers specifically Datacard Corporation which makes the ID card equipment, New Bold corporation which also makes ID Equipment, Healthware which makes health care related products for patient registration and patient identification. GBC General Binding Corporation of Chicago which has the office finishing products such as shredders, binders, electronic white boards and laminating systems.

Origin: We started out as a distributor of ID Products. We were then and still are the sole authorized distributor for Datacard Corporation in the state of Arizona. Their equipment is used to create identification cards for corporate entities, government entities, health care, casino and student, staff and faculty ID cards in education.

Goals: My wife Endia and I feel that we have been blessed with this business, and as its custodians, have the responsibility to make it grow. We try to run the business with a high degree of integrity using sound business principles. We try to provide a healthy environment for our employees to work in as well as an environment where they can grow professionally.

Authentic Data Solutions

Counter
Clockwise
from top:
President
Stan McKinney
V.P
Endia
McKinney
**Operations
Manager**
Valerie
Churchwell
**Business
Manager**
Anna Wotowski

by
George B.
Brooks, Ph.D.

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Sample ID cards

Clientele: We have customers in basically four different vertical market segments:

- **Government:** Yuma proving grounds, Davis Mountain Air Force Base, Luke Air Force Base, V.A. Hospital, Phoenix Police Department, Tempe Police Department. All use our equipment to make their identification badges.
- **Education:** Phoenix Union High School district, A number of schools throughout the state of Arizona including Yuma, Flagstaff and Tucson. Arizona State University, Coconino Community College, Chandler-Gilbert Community College, Paradise Valley Community College.
- **Health Care:** Carondelet Healthcare Network, University Medical Center (University of Arizona Tucson) Banner Health Care, Northern Arizona Medical Center, St. Joseph Hospital.
- **Indian Country:** Ft. McDowell, Ak Chin, Gila River Indian Community, Salt River Indian Community, Quechan, White Mountain Apache, Colorado River Indian Tribe, Navajo and Hopi. A couple of things help us be successful with the tribes. We

had a product that they wanted. We provided goods and services to meet their expectations and we treated them with a high degree of respect and integrity. We got our foot in the door with the tribes by applying a personal touch. For example, I called Hopi and drove to Northern Arizona to meet with them and finding a good fit between their requirements and what we could offer.

Marketing: As the local authorized dealer for several manufacturers, we receive advertising benefits from them. We also do direct mail, and participate in trade fairs for the four vertical markets. We also have outside sales people and inside sales people along with our web site. Participation in organizations such as the Greater Phoenix Black Chamber of Commerce and the Grand Canyon Minority Supplier Development Council has also enhanced our ability to market.

Geographically, our primary market is Arizona though we do sell across the southwest meaning New Mexico, Arizona and Southern California. We are also doing some business in the Maquiladora in Nogales Sonora Mexico. We are currently buying into a company in New Mexico to provide similar services as we do now.

Licenses/Credentials: Beyond the standard incorporation papers, to do business with the casinos, we must have an Arizona State Gaming License. We have had that license 4 years now. We are also certified with the City of Phoenix as a minority owned business as well as a disadvantaged business (DBE). We also hold an 8(a) certification from the Small Business Administration. With the manufactures that we serve as dealers for, we must obtain an annual certification from a financial stand point, obtaining revenue goals, staffing and meeting certain criteria for training that they establish. So we are constantly sending our personnel back to the manufactures for recertification and training.

Professional Memberships: We belong to the Grand Canyon Minority Development Suppliers Council, Greater Phoenix Black Chamber of Commerce, Greater Phoenix Chamber of Commerce, Glendale Chamber of Commerce.

Authentic continued on page 16



Native Arc Architects

CEO: Crystal Pearl-RA, NOMA, CBO

Type: Commercial, Institutional, Industrial Architecture

Location: Phoenix, Arizona

Address: 2601 East. Thomas Road Suite 110, 85016

Telephone: 602-751-7035

Fax: 602-667-0378

Cell: 602-570-8453

E-mail: crystal@nativearcarchitects.com

Experience: Over 18 years

Employees: None- Contract only

Affiliations: Regional Vice-President National Organization of Minority Architects, Arizona Chapter- Phenoma Vice President of the Arizona Chapter of the International Co-Council (formerly Council of Building Officials)

Native Arc Architects

Business Profile

Type of Business: A fully certified Women owned Architecture company.

Description: Native Arc is an architectural business that accommodates the need for primarily commercial, institutional and industrial work. I normally don't take on a lot of single-family and low-end residential architect work. Although, I have done custom residential work and hillside homes in San Francisco. I'm currently doing one in Edinburgh (San Francisco). For me, working in San Francisco is a wise business decision. Homes there typically sell for a million dollars which 10 percent of that is my fee.

Background: I got into architecture basically because I have a very strong math background. I also had an artistic vent. But, while completing my studies (in high school) was never able to take any art classes. I was always too busy with advanced placement english and foreign language classes. When I saw where my talents lay, I began to see how I could bring the them together to better serve my vocation. I did some testing and saw that I had an affinity for architecture.

"There are approximately 150,000 architects in the United States. About 130 are Black females. There's certainly room for more."

Edited by Angela Miller-Brooks

Continued on the next page

Home

I began my architectural adventure in 1980 at the University of Illinois, Champagne-Urbana. I received my BA Degree from the University of Illinois. During my studies there, I found that the campus was not all together accepting of minorities and especially in my field. In fact, when I began my studies there were only 5 of us in the program. After just a couple years, 2 were retained from passing. The program was a rigorous one in more ways than one. Those who completed it had to be top notch at every turn. For me, this and other untold numbers of events were in a sense, a shadow of what I'd be faced with as an architect. I launched my career in Cincinnati with Burgess and Niple. I began my first business as "C. Pearl and Associates." I kept my own business until 1996. Native Arc is the culmination of approximately eighteen years of hard work and five years of education. Native basically means of this place. Arc comes from the simple fact that everything natural is round. This is evident in ancient temples, houses and even some of the indigenous houses of the time. The work that my company does will be native and integrate with its environment.

Market: There are approximately 150,000 architects in the United States. There are about 1400 Black male architects. About 130 are Black females. There's certainly room for more.

Service: Native Arc is committed to high quality architecture within budget and by the established deadline. While its always a pleasure in accommodating the needs of well known and not so well known businesses and organizations, I found my greatest joy as an architect when I worked on day care centers for the minority community. I give the same high quality service to community projects that I give to any other project whose budgets are much more.

Quality: I don't want to damage this wonderful earth. Native Arc uses sustainable products in everything. We promote it in everything we do.

Clientele: Over the years I've enjoyed working for an array of clients. They ranged from the high end client and high profile structures to building community centers, school additions and day cares for regular folks in our communities.

Competitive Edge: Over the years I've discovered that many architects are really designers who have grandiose ideas as to how a structure should look but, have a hard time understanding just how it all should come together. Native Arc understands that the look must go hand in had with structural feasibility. To that end and to express my competitive advantage, I can say that I've a wide variety of experience ranging from small projects to large. For example: I've spent two years doing work for a waste water treatment facility. Also, I've worked on projects such as Fort Knox renovations, a high rise jail in Kentucky and many schools. In 1986, I went back to Chicago and worked with several noteworthy firms so that I'd have high end projects under my belt. Although there was a recession going on, I utilized the power of networking to rebound as other architects and firms were struggling and plummeting.



The United Center in Chicago

Experience: I gained valuable experience while working under the leadership of the late Mayor Harold Washington of Chicago. He was an extraordinary and politically savvy gentleman. After his death and the discovery of differences in opinion with his leadership from others that I worked closely with, I decided to join the City of Chicago in employment. I was hired in that city's Department of Buildings. Often and in a prior time, a job with the city was acquire if one knew an Alderman and walked in with a letter of recommendation. That was a typical hiring practice.

Continued on page 16

Arizona Council of Black Engineers and Scientists Annual Computer Camp

APPLICATIONS ARE NOW BEING ACCEPTED FOR THE 19TH ANNUAL COMPUTER CAMP.

DATES : July 12, 19, 26 & August 2, 9

TIME : 8:00am – 2:00pm each day

PLACE : ASU, TEMPE CAMPUS

- * The COMPUTER CAMP is targeted towards students entering the 7th - 11th grade.
- * The agenda includes programming classes and self-improvement workshops.
- * There are a limited number of seats available so please send applications ASAP.
- * Anyone interested in assisting with the COMPUTER CAMP or needing additional information should contact MARCUS GREEN at 480 441-0290.

APPLICATION

DETACH HERE

NAME OF STUDENT:

GRADE LEVEL:

NAME OF PARENT/GUARDIAN:

STREET ADDRESS:

CITY:

ZIP CODE:

HOME PHONE:

EMERGENCY CONTACT:

MAKE CHECK OR MONEY ORDER PAYABLE TO:

ACBES

MAIL APPLICATION ALONG WITH PAYMENT TO:

MARCUS GREEN
P.O. Box 2426
CHANDLER, ARIZONA 85244

Measuring Business Success

offered by Beverly West NST Professional Services Gilbert, Arizona

You've realized your dream of starting a business. Now what? Statistical research indicates that 8 out of every 10 businesses fail in the first two years of inception. Furthermore, 2 out of 3 businesses will fail during the next 3 years. Why? First, many businesses initially begin with a lack of capital. Secondly, they often lack of proper financial management.

Lack of capital is the lack of cash to adequately support the business and the lack of financial management is the dearth of knowledge as to how to manage the business. This is in relation to both the use of financial statements and the failure to use a budgetary process. The proper use of financials allows a business to run at optimum efficiency.

Most business owners, during day to day operations, spend their time concentrating on the business' core competencies. Because this is so, other areas that are just as important to a business's success are left, unfortunately unnoticed. Most companies can not succeed without the help of a financial advisor. I know you're thinking... I have an accountant. Yes, that's an important step, but most successful companies employ a Chief Financial Officer (CFO). The main objective of the CFO is to concentrate on strategic placement and planning of current and future financial goals of the company. However, most small to medium size businesses can not afford a CFO, let alone a team to review and track the success of the business. Then what's left? Out of every 10 businesses, 1.3 will succeed over the first five years of existence. This is primarily due to having the proper tools and techniques needed and in place to be successful.



What Measures Success:

Okay, you have money in the checking account at the end of the month, but this does not mean your business is successful. There are a number of statistical indicators that can help determine the success of your business. These are indicators that every business owner needs to know:

- Actual vs. Project Revenue and Expenses
- Actual vs. Project Profit or Loss
- Total Assets
- Total Current and Future Liabilities
- Profitability of Each Product or Service
- Present and Future Cash Flow Projections
- Success Indicators
- Business Valuation
- Competition Financial Comparison

It can take thousands of dollars and months to gather this information, which is why most companies are not aware of their financial position.

Next: The Use of Financial Analysis.

www.TheEbonyCactus.com

Competition/Competitive Edge: We have quite a bit of competition on the identification side of the business. However, we are the largest distributor of these products in the state of Arizona. We have about a 32% market share, but it is a competitive market. About 60% of our business is return.

As business is evolving in the United States and around the world, one of our biggest competitors is the Internet. Most businesses and individuals now have access to the World Wide Web. Many now do online shopping or at least price comparisons. So it makes it a very competitive marketplace. We find our selves often having to compete with internet pricing. However, one thing we share with many of our customers is that when you are buying from the internet, you don't really know what you are getting. Companies can put up internet sites that look glamorous. However, when it comes time to push to the button to purchase, you might find that they can not deliver on what they claim they sold you. The difference is we are a local business. You can come and visit us at our office and see the products we sell. If an order is placed with us by noon, we ship same day and delivered by UPS the next day. If you find you need installation, if you find you need training, if you find you need someone to talk to, you can pick up the phone and call us and we do have after hours support as well. In addition, we have made a significant investment in our employees and their training all to provide better service to our customers.

Breakthrough Opportunity: In 2001, we won a bid that was issued by Valley Metro for 12 systems. We competed with three local companies and achieved a contract worth nearly \$100,000. We recently won a significant contract with the Phoenix Union High School district as well.

Most Memorable Business Experience: Winning a bid with MCI in Oct 2002. We competed against a number of major suppliers for 400,000 phone cards for the military. We beat out some of the larger players in the United States for the business. Another big win for us was breaking into the Nevada market with a contract with Southwest Gas for photo ID equipment.

Business Philosophy: As I gain in business maturity, our business philosophy is evolving. I try to treat both our external customers and out internal customers (our employees) with a high degree of respect and integrity. The most important thing is our word at that end of the day. We have seen many businesses come and go through out the years. Still my wife and I want to be able to wake up any day of the week and for our associates to know that we are good people, whether we have the business or not.

Professionalism: With our company, when we are presenting to our customers, wedo so with a high degree of professionalism. In the look that we have with white shirts and ties and also in the quality of the presentation material. It is always very well finished and well packaged, just as we would have at IBM, Anderson Consulting, Motorola or HP. I feel very good about our management team. Our business manager is a former Anderson Consulting employee, my operations manager is a former Motorola On-Semiconductor employee.

Impact of Minority Status: It has not made much of a difference at all. We just happen to be a company that is owned by African Americans. However, the quality of products and service that we deliver is second to none. Also, the formal training that we have received while in corporate America specifically for me at HP and IBM is excellent. I utilized the same training and same professionalism that I used there.

Final Words: My character is the most important thing to me. I try to live so that God is first my life, then my family. I just try to live every day to the fullest. What we have found over the last four years, if we do a good job, treat our customers with respect and we deliver our products and services with integrity, good things seem to happen to us.

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Mayor Washington cleaned up all those improprieties and required all job seekers to have a degree and credentials, both of which I had. Working with the City of Chicago meant I was to deal with unions. On my first day they (the unions) blocked my desk. They wouldn't allow me to sit down. I didn't have a chair or a desk. I stood up all day. The second day I was determined not to stand, so I didn't. I pulled up a chair, rolled up my sleeves and began to work. Everything worked out. I was with the City of Chicago four years and was even promoted to an Architect IV. I was allowed to do special projects such as the United Center, (Chicago Bulls Stadium) and also the McCormick Place Expansion. Those were huge projects. For my involvement, I was awarded the Commissioner's Distinguished Service Award- Architect in 1992. I became the first Black person to final approve all construction for the entire City of Chicago. That was in 1989 and I was very proud of that accomplishment.

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Introducing Ebony Cactus MicroListings

MicroListings

Associations

 **NAMC** National Association of Minority Contractors Arizona Chapter. Richard V. Bowles Chairman. 2455 S. 7Th Street, Suite # 155, Phoenix, Arizona 85034 602-495-9800 ptcnamcaz@aol.com

Clerical

Well Done is a job search (Local and National), clerical and proofreading agency. My motto is "if you don't have time to look for a job, I'll look for you." Susan Morris. 602-738-0393 dbr6228741@aol.com

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Publishing

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FIRST FRIDAYS PHOENIX

EVENTS

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5641 E Lincoln Drive, Scottsdale, AZ, 85253
TIME 6pm–9pm: Networking / 9pm–1 am: Socializing
COST \$5 before 8pm; \$10 thereafter

THEME VIP Member Appreciation @ 1st Fridays Phoenix!

This event is dedicated to the loyal patrons who have joined our VIP program. All VIP members will be allowed to bring a guest for FREE to accompany them in the reserved VIP section.

Sat, July 12th – FFP Classic Film Series @ Farrelli's Cinema Supper Club
14202 N Scottsdale Rd Scottsdale, AZ (480) 905-7200
TIME 1pm (please arrive by 12:30pm)
COST \$10 per person (includes food & beverage)

We have teamed up with Farrelli's to bring you some of the best Black films ever! What's unique about the FFP Classic Film Series is that ALL of the movies are selected by YOU! After each movie, we have a lively discussion session that's well worth the price of admission.

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