A photograph of three African American men in business suits standing together indoors. The man on the left is wearing glasses and a dark tie. The man in the center is also wearing glasses and a blue shirt with a patterned tie. The man on the right is smiling and has a mustache. The background shows a wall with a light switch and a window with a view of trees.

THE EBONY CACTUS magazine

Vol. 1. No. 10 November 4, 2002

A New Perspective on Business

Power Networking

(L & R) Ken Burnett and Joe Chandler of Phoenix First Fridays
(Center) Desmond Peartree of Targeted Media Communications Inc.

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Power Networking Pg: 8

Welcome to Volume 1, Number 10 of The Ebony Cactus. As you see, we continue to evolve the magazine. With each edition, we seek to improve the quality of TEC through presenting new and interesting subjects and concepts. To begin, this edition we focus our business profiles on two of the premier African American networking vehicles in the Phoenix area, First Fridays and Targeted Media Communications.

Economic Agendas Pg: 12

How are you weathering the recession? Still have money? More importantly, do you still have a job? If you do, how confident are you that you will still have your job tomorrow? This edition we take our first monthly look at the economy, or more accurately, an African American opinion of the economy. We wanted to see how folks really feel about the way things are going. Every month we will ask a different set of people the same set of questions and compare their responses over time.

Coming Attractions Pg: 14

As we have discussed in previous editions, Phoenix's South Mountain Village is a region of great potential. One little used resource that could improve the quality of life and provide additional economic value are the banks of SRP canals. If these could be developed into park like amenities, the value for all residents of the village would increase. The article details the concept and suggests some possible directions.

Success 101 with Synthia Saint James Pg: 18

This edition we welcome a special guest lecturer for our Success 101 segment, award winning artist Synthia Saint James. As detailed in her biography, her accomplishments are many and varied. She has been featured on the Tavis Smiley show and in Essence and Upscale magazines. Many of you have probably seen her work on the U.S. Postage Stamp honoring Kwanzaa. We at the Ebony Cactus are honored that she would respond to our request and bring you some of her success tips.

Next Focus Pg: 17

Published twice monthly, the second November edition of The Ebony Cactus will be available in two weeks and will be general in focus. The theme for the December 1st edition will be gifts and gift giving. We predict this will bring some good exposure for the companies we profile. However, exposure to the public need not be limited to those chosen few. Advertising space is available. The deadline date is November 20th, 2002.



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Inside

How to receive the Ebony Cactus magazine	3
Legal	3
Making it Happen	5
Staff	6
Table of Contents	6
Editorials	7
Angienuity	
Living in America	
Power Networking	
Phoenix First Fridays	8
Targeted Media Communications Inc.	10
Seminars	
Economic Agendas	
By: George B. Brooks, Jr.	12
Coming Attractions	
By: George B. Brooks, Jr.	14
Success 101	
By: Synthia Saint James	18
Why Advertise in the Ebony Cactus	20
Index of Profiles	21
Index of Advertisers	22

You want it. You've considered the need for it. Now you've got to find a way to get it. "It" can be practically anything you desire. In business, Sales and Marketing Reps negotiate on a daily basis. In some instances the bartering for goods or services can become an ugly mess; a quandary where no one can make sense of the original discussion. Sometimes, however, the process of negotiating can be as sweet as a Georgia peach. The results usually turn out to be beneficial to all who were involved. In fact, the advantages could be more, a great deal more.

When you're in negotiations with a client, do you see yourself slowly edging for the winner's circle as if you were a competitor rather than a supporter? If this has happened to you, stop and ask yourself, what will my client gain from my actions at this point? Am I sending the right messages? Will my behavior encourage repeat customers? In a sense, when negotiating, if your client does not gain, you are not gaining. If they are not receiving the *right* message then your understanding of their needs is unclear. Finally, if your behavior does not compel them to recur contracts, then it's certainly time to check into yourself.

Everyone wants to be the victor in negotiations. In that, your clients must feel (and rightly so) as if they've come out on top when the wheeling and dealing is done. The art of negotiating is something more than discovering who's the best at a talkfest. It's an honest attempt to make the most beneficial trade where everyone can feel happy about the results.

If you can look beyond your contentment as it relates to how you negotiate for goods and services for your business, you'll become more effective in attending to your clients' needs. Doing so will enable you to become a better service provider.

Nowadays, I can imagine a great deal of people consider the actual act of business negotiation as notorious activities concocted by Wall Street executives gone astray. Admittedly, the past year's scandalous events have given the phrase "deal of a lifetime" new meaning. Just remember, no matter what type of company you operate, your goal is to serve your clients. Seek first to understand... Enjoy!



Are you a change agent? It would help to know what that particular cliché means would it not? I found this definition on the web: *"A change agent is one who facilitates change, frequently facing strong opposing forces. The changes are steps in the pursuit of a vision to better the world around himself. The agent needs to build consensus and lead others in the pursuit of this vision and to help people to understand the direction they are going and why it's a good idea to go there. But a change agent must do this selflessly, with the vision that is beneficial to others."*

So I ask you again, are you a change agent?

Maybe refining the definition would help you decide your change agent status. To make a "Change" is *"to make different in some particular manner. To alter. To make radically different. To transform. To give a different position, course, or direction."* An "agent" is *"one that acts or exerts power. Something or some one that produces or is capable of producing an effect. A means or instrument by which a guiding intelligence achieves a result."* Ok, one more time, are you a change agent?

Still not sure? Perhaps some examples will help. Do you know any one who has a business, small or large? Look at what they had to do to. They first had to have an idea for a service or a product that some one would want to buy. Next they had to find a way to provide this service or produce this product for a profit. Next they had to jump through all the legal hoops. Finally they had to get out there and compete. Fight it out in the market, win or loose. Face the opposition, the competition, the nay-sayers and detractors and make their dream happen. The process of bringing their new product or service to the market was in effect, making a change. Thus by definition, every small or large business person is a change agent. For that matter, if you have a job, you are in effect selling your services for an agreed upon fee. Therefore, an employee is also a change agent. So, most likely, you are a change agent as well. The question is now, how small or great of an effect are you having on the world? The answer to this question we will explore when we return in a couple of weeks. Enough for now. On with the show.

Power Networking

First Fridays Phoenix

by Angela Miller-Brooks

Name: Ken Burnett

Title: Partner

Location: 29250 North 49th
Street
Cave Creek, Arizona
85331

Telephone: 480-513-8384

E-mail:

info@1stfridaysphoenix.com

Website:

www.1stfridaysphoenix.com

Type of Business: Professional
Networking

Year Established: 1999

Awards: Entrepreneur Award/
National Black MBA



Description: The concept of First Fridays is not unique. Branches can be found from coast to coast in cities such as Atlanta, New York and Los Angeles. There is no National First Fridays to date. What we offer is quite unique.

First Fridays Phoenix develops opportunities for those who would use it as a vehicle to share ideas on everything from professional to social issues that we as minorities are faced with everyday. We offer business networking where attendees and vendors can interact. First Fridays offers an upscale social setting where as business winds downs, our guests can enjoy relaxing conversation, music, and dancing.

It began as a grassroots project. A couple of the partners, who moved to the Valley from other cities and who would attend a First Fridays elsewhere, felt that there was a need for that type of interaction in Arizona. We felt that the state needed this type of venue, especially since the numbers were so meager, hovering somewhere at 3 to 4 percent. It's very rare to see a group of African American people (other than in a concert setting) together. Especially professionals. That's what we were and continue to be about. We bring people together.

Partnership: I'm not the sole owner of First Fridays. I'm actually one fifth of a group of partners. Located in Arizona are Joe Chandler and Rod Wilson. I've two other partners; Darren Bryant, who resides in North Carolina and Terrace Hopper, who resides in Atlanta.

Focus: We focus on networking with a professional audience and giving back to the community. We'd like our attendees to feel a sense of entitlement, purpose and place when they're with us. Our organization has been associated as being a night club. That we are not. Though the opportunity to casually socialize is part of our setting, we definitely are not a night club.

Core Audience: Our core audience consist of African American professionals but, we are not closed to allowing others who are not African American to participate. Networking at First Fridays is for everyone. The age range extends from 25 plus. We want to help our core demographics and we realize that we don't have all the answers ourselves. For that reason everyone can join us.

Continued on next page>>>

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Clientele: (Vendor summary) We have a wide array of vendors. Many of them are local clothiers, ethnic goods provider, beauty product and consultants, technical and financial service providers and media representatives, etc. One vendor who attends monthly and travels from as far away as San Diego, California. Next month, we'll have Midway Nissan on hand. Often representatives from the

First Fridays was something I could put my hands around, take charge of and really do something with. First Fridays has been one of the best things I've done since I've been in Phoenix.

m a j o r corporations are Anglo or other. We embrace everyone who cares to open opportunities to the African American market. That's our core.

(Attendees Summary) Our clientele are from many

aspects of the working and professional community. We gain about 100 new people at each event. This is encouraging. There are still nearly 100,000 people who have not heard of or experienced First Fridays. This is evidence that we've not yet tapped our resources dry. When we held our First Fridays event (at the Phoenix Art Museum), attendance was sparse. Only 40 people attended. In 1999, 150 attendants was a monthly average. Now, it's not uncommon to see 400 to 500 hundred people at any one event. We've grown by leaps and bounds. Consistency has definitely been a key factor for us. I believe one main reason we've been able to do so well is that we've maintained our focus which is networking.

Longevity: Our goal has always been to be viewed as a professional networking venue. Our presence today is due to the support and dollars received from those who attended the affair (dancing, etc.) after the networking concluded. An initial component of the plan was to get people interested in coming to our events. They are those people who don't normally frequent night clubs. I don't normally attend night clubs but, I wanted to be around people like myself. I was sure that there must be others who felt the same. Keeping things on a professionals level was important.

First Fridays Continued from page 8



**The Next First Fridays
Friday December 6th,
2002**

**Mariott Mountain
Shadows Scottsdale
Theme**

Holiday Gifts for the Needy

Motivation: I came from a city (Memphis, Tn.) where a significant percentage of the population is African American. Here (Phoenix), I could go days without seeing someone like myself. When I heard about First Fridays I jumped at the opportunity because it was needed. It was a good way to meet others and not merely for professional reasons.

I've been involved in a lot of ventures such as the 100 Black Men of Arizona and the Urban League. I enjoyed working with both organizations. However, First Fridays was something I could put my hands around, take charge of and really do something with. First Fridays has been one of the best things I've done since I've been in Phoenix.

Sponsorship: Now that the public recognizes that we are not a "fly by night" business we are able to get sponsorship from large corporations such as Cox Communication and other major advertisers.

E-commerce: Just recently we've initiated an e-commerce option to our site. We started the e-commerce because we wanted to do other events as well as offer another avenue for our vendors to network and market services. In the near future, we'll begin allowing more people to put their products or services on our website. In doing so, we hope this will assist vendors by alleviating the need to build their own websites. This new option is great for entrepreneurs who'd like to market what they have to offer without taking a big financial hit. E-commerce affords First Fridays the opportunity to do more by being more efficient.

Competitive Advantage: First Fridays has a unique niche' in the market. We're never at the same place twice. Which is by design. We try to expose our public to the best of what the Valley has to offer. Hosting our events within the resort (Westcourt in the Buttes, Sheraton Crescent, etc.) setting works well for us. There's a certain aura associate with a resort that can not be emulated by the local night clubs. We'd like to keep our good reputation in tact. The resorts allow us in doing that.

First Fridays Continued on page 19



Power Networking
**Targeted Media
 Communications Inc.**

Edited by: Angela Miller-Brooks

**Arizona's Black Pages (AZBP)
 Arizona Jazz Magazine (AZJM)**

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Phoenix, 85034

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Fax: N/A

E-mail:

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www.TargetedMediaInc.com

www.AZBP.com

www.Azjazz.com

**Type of Business: Community
 and Business Networking**

Years established: 1986

Employees: 7

Description: Targeted Media is a for profit advertising agency. It is the only advertising agency in AZ that targets the Jazz Entertainment and African American community. We provide in-depth market reach for both market segments. We generate annual marketing programs to increase the return of outreach investment. Our product development includes: direct mail, business cards, brochures and database management.

Targeted Media has published the Arizona's Black Pages, which is a Black Commerce Directory, since 1986. Targeted Media also Publishes the Arizona Jazz Magazine which has served the area's Jazz Entertainment community since 1999.

Market: Internally, we have a mass-market initiative for all our product brands. We attract consumers and business clients who are looking for our advertisers. We cross-pollinate our markets where applicable.

Background: Born in Harlem, raised in Brooklyn, and educated in Queens; I illustrate the transition of my environment. Many people in NYC live, work and die in the same neighborhood. I have always been an explorer, and I bore easily. I have 22 years of progressive corporate experience in the telecommunication field. I began in telecommunications as a field technician. I shifted to sale and later on to marketing. I ended my corporate career with a \$66 Billion dollar company whose region stretched 14 states. I had a \$330 million dollar revenue objective as a marketing manager within a headquarters division of Small Business Marketing. To stay connected to the small business market in the most intimate way, during my spare time, I taught small business start-up and management at Phoenix College for several years. I have degrees in Electronic Communications, Computer Science, and Marketing. I achieved all three degrees by attending universities at night, over a 16-year period.

Continued on next page>>>

Targeted Media continued
from page 10

Arizona's BLACK PAGES

The Black Commerce Directory Since 1988

Goals: TMC, AZBP, and Arizona Jazz Magazine all have mass market initiatives. There are established goals that encourage the mass market to utilize our products and publications. AZBP is the only minority directory in all of the Budget Suites Hotels across Arizona. Many of our clients want market outside of the Black community. We are encouraging those mass market dollars to come into the Black community as well.

The last economic census stated that Black owned businesses reaped some \$315 million dollars annually. The economic power of a community is rated according to the disposable dollars available within that community. Targeted Media Communications (TMC) knows where these community dollars are, and how to reach them. Our goal is to retain more of these dollars within the Black community. We want to enrich the communication ability of each of our clients to the point where their message reaches their market of choice. TMC consults with each client to insure they are targeting a desired market. This allows them to sustain an affective foundation for their business.

Location: Why Phoenix? In 1999, the US Census Bureau predicted that the Census 2000 would result in Phoenix, AZ becoming the 5th largest city in America. Every marketing campaign has an established budget. Well managed and respected companies like VIBE Magazine, American Express, Nike, IBM, & Kraft, have a marketing budget. Most of the national companies have limited advertising reach due to their budgetary constraints. Traditionally they have communicated well within the top five tier-one cites of America. Tier ratings are based on general population statistics. Hundreds of millions of dollars are spent in marketing to these five top tiered cites.

The Census 2000 results illustrated Arizona's growth as 40% in the last decade. When Phoenix becomes the 5th largest city in America, and it will, much of these national advertising dollars will flow to Phoenix for two reasons. One, Arizona now fits into the national advertisers' marketing structure. Two, most advertisers, especially in the technology industry, adore being in front of an emerging market. Emerging markets are renowned for having higher education, and stronger propensities to spend on new product and service trends. A pessimistic view of the potential advertising dollars would still exceed some \$50 million in marketing revenue for Arizona. Small business is big business in Arizona. Being in business in Phoenix today means being in the right place at the right time.

The 2003 edition of the
Arizona Black Pages
will be available in
November 2002

Products: We provide market reach, utilizing advertising products to reach markets effectively, while providing a return on campaign investment. TMC has provided two fantastic products for two lucrative markets. The Arizona Jazz Magazine, and AZBP. It has become necessary to reinforce TMC's ability to reach consistently within many markets. Much of the community has become focused on the two publications we publish. Our success with these publications is an ideal testimony of the

economic power of both markets. TMC is a full-service advertising agency. Our task is to acquire our clients marketing budget and provide a greater return on the investment (ROI). Our type of service is not new. The ability to focus on segmented markets isn't new either. But, our company's focus on the Arizona Black community is somewhat new.

Clientele: Our clientele is whomever wants to reach the markets we offer. We do act as gatekeepers and review each marketing offer. TMC does not allow predatory marketing tactics. There is no one publication or advertising tool that reaches an entire community. Every living soul in Maricopa and Pima Counties, does not have a subscription to the local newspaper. We seek clients that desire to target their limited advertising dollars. Our goal is to convert the perception from advertising as a cost center to an understanding that advertising is a necessary initiative of a well-managed serious business. For every advertising dollar invested in business, there is an expected return. We seek clients that want to cultivate a market and establish a solid foundation for their business.



Competitive edge: TMC houses the only database of complete contact information for Black owned businesses, and households. We do not sell lists, however, you can design a marketing program to distribute to our databases.

Targeted Media continued on
page 19

2002



Economic Agendas

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

3. Nathan Manuel	Banker	3	0
4. Lula Smith	Insurance Agency Owner	3	+2
5. Dr. Wilma Patterson Jr.	College Dept. Chair	5	0
6. Dr. Don Campbell	Real estate Agent	9	+3
7. Walter Hassell, Sr.	Retired Welder/ Small Business owner	4	0
8. Walter Hassell Jr.	Student	5	0
9. Desmond Peartree	Small Business Owner	7	+2
10. Ken Burnett	Small Business Owner	3	0
11. Marline Hansberry	HS Teacher	3	0
12. Doris Lewis	Church Administrator	4	-2
13. Joie Copeland	Bank Manager	5	+3
14. Tammie Lindsey	Attorney	4	0

Statistics don't lie, but liars use statistics. An old cliché but it works here. Every day we are bombarded with information about the economy. The meaning of the statistics is spun according to the agenda of the pundit. With this in mind, it would be very interesting to understand the unfiltered view point of the people. To this end, we at The Ebony Cactus have decided to take our own monthly measure of what our local economy is doing. Every month, we will ask a sample of at least 10 individuals the following questions:

- 1. Where is the economy now?** Assuming a number of 10 to be the best that the local economy could be doing and 0 to be the worst, in your opinion, what number would best describe the economy at this moment?
- 2. Where is the economy going?** Assuming a +5 to indicate the local economy is getting better over time as fast as possible, a -5 to indicate the economy is getting worse over time as fast as possible, and 0 to indicate the economy is getting neither better or worse, what trend would you assign to the local economy at this moment?

We don't claim this monthly study is performed using established statistical sampling protocols. However, we believe the results presented here will be useful in providing some insight into the opinions of some African Americans on where our nation is going. The following are this month's results:

Name:	Response 1	Response 2
1. Cecil Patterson Jr. Judge Court of Appeals	3	-3
2. Hubert Ross Jr. College Faculty	4	-4

Results:

Where is the economy now? (4.43±1.74) Within a margin of error of 1.74 points, our respondents believe the economy is hovering just barely below the mid point of 5. Their concerns are focused on the general uncertainty that exists within in the work-force today. It seems to matter not whether one works for a government, school or private sector, many are uncertain whether or not they will have a job tomorrow.

Where is the economy going? (0.07±2.06) Within a margin of error of 2.06 points, our respondents believe the economy is just barely creeping up but generally is not changing. Again, the continuing uncertainty is given as the reason particularly with the looming war with Iraq. Once again, we do not claim our poll is scientific. Never-the-less it is interesting and seems to reflect the general malaise, to use Jimmy Carter's description, the nation seems to be infected with. It shall be fascinating to see how these numbers change month by month.

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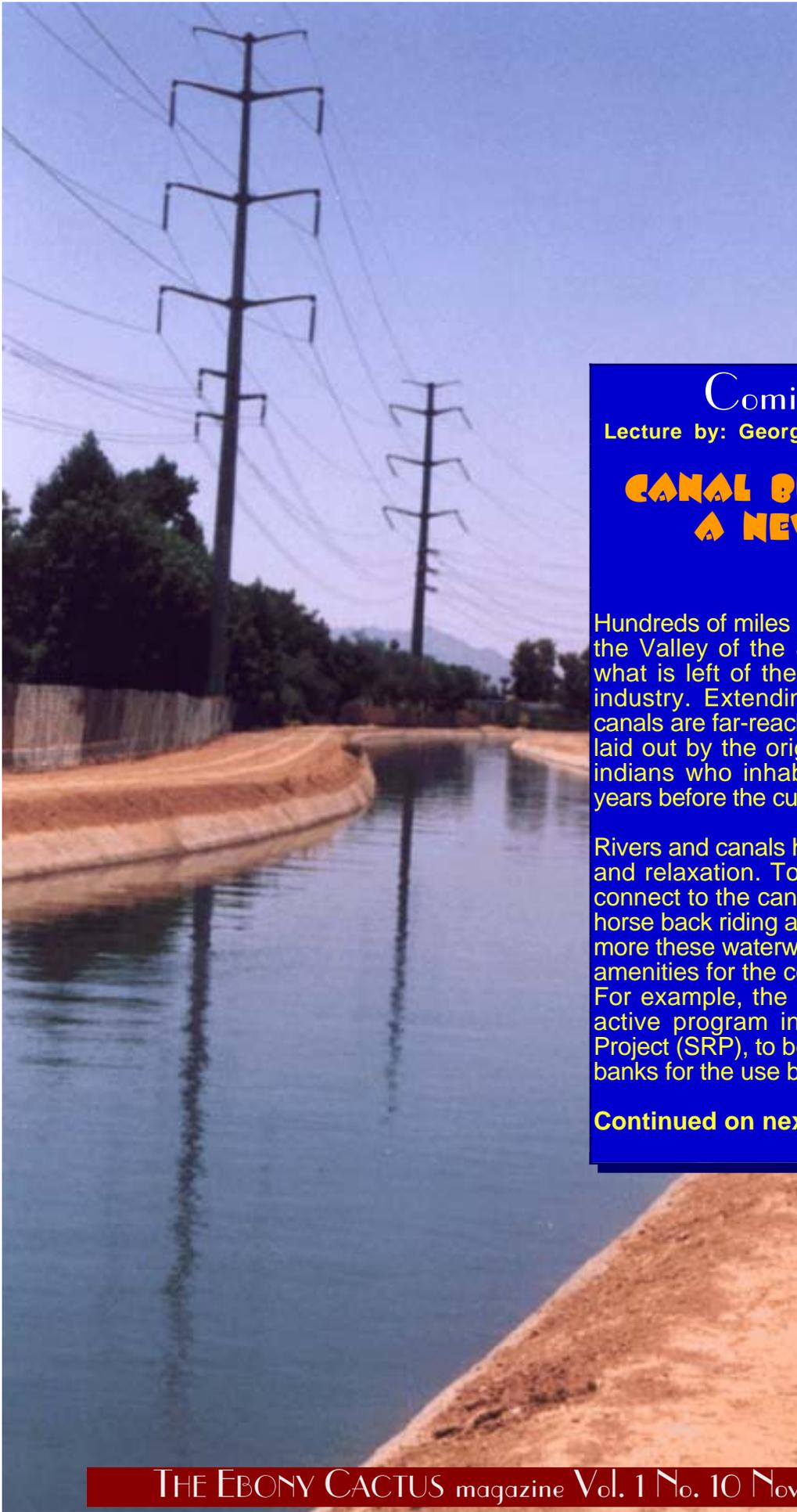


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Coming Attractions

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

CANAL BEAUTIFICATION, A NEW AMENITY?

Hundreds of miles of canals wind their way across the Valley of the Sun. These waterways bring what is left of the Salt River to agriculture and industry. Extending throughout the valley, the canals are far-reaching. Some still follow the paths laid out by the original engineers, the Huhukam Indians who inhabited this valley thousands of years before the current residents.

Rivers and canals have always been places of rest and relaxation. Today the regional trail systems connect to the canals and the banks are used for horse back riding and jogging. However, more and more these waterways are being seen as potential amenities for the communities they pass through. For example, the City of Mesa currently has an active program in cooperation with Salt River Project (SRP), to beautify and enhance their canal banks for the use by the public.

Continued on next page >>>>



**SRP
Arizona
Falls
Hydroelec-
tric project**

Canals continued from page 14

The Canal Bank from 49th Street to 60th Street in Phoenix is also being transformed into an inviting, pedestrian-friendly environment. The goals of the project are:

- * maintain access to the canal;
- * provide shade along the canal bank pathways;
- * maintain visibility to Camelback Mountain;
- * incorporate a desert paint color scheme; and
- * preserve the view by constructing retaining walls at a low height.

An important part of this project is the Arizona Falls Hydroelectric Project. Located east of 56th street along Indian School on the Arizona Canal, this is a small hydroelectric plant that will take advantage of a natural drop in the area to generate additional clean electricity. The plant will be integrated into the canal improvements and will serve as a center not only for power generation, but also recreation and education.

SMV

There is consideration now of what could be done with the canals that transverse South Mountain Village (SMV). As we have discussed in earlier editions of TEC, SMV is a region of significant growth and potential. But until the Rio Salado project is finished, it is also a location with all too few city parks. Some might argue that SMV boasts the largest city park in the world, South Mountain, and they would be correct. That does not however negate the fact that the canals through the village represent a significant under-utilized resource. If improved, it could bring additional value to the residents.

What good is a canal bank, what value can it bring? As is being exercised in other parts of the valley, the canal banks can serve as linear parks through the construction of shaded landscaped pathways. They can be places for horseback riding, bicycling, jogging and walking. River walk features can be designed. The canal banks can serve as visual amenities bringing value to local business developments and local residents instead of being eyesores to be ignored or avoided. They could also be used for fishing.

Urban Fishing Program

Fishing in the SRP canals is nothing new. I can remember my grandfather bringing home buckets of fish years ago. Current methods for managing the canals inhibit the establishment of fish populations. Never-the-less, people still fish the canals, including the occasional resident of from the local golf resorts. Fishing continues even though SRP discourages such activities due to liability and safety concerns. In 1995 the Arizona Department of Game and Fish (AZG&F) undertook a biological study to see if fish could be stocked in the canals as part of the Arizona Urban Fishing Program.

Canals continued on next page >>>>

**Fishing in SMV? Perhaps one day.
Urban Fishing at Kiwanis Park
Tempe Arizona>>>**

The AzG&F, urban fishing program socks many of the local lakes including Kiwanis and Chavez with a variety of fish for public consumption. Costs are supported by the purchase of a special urban fishing license. The results of the study suggested "Channel catfish could be stocked in the summer and rainbow trout in the winter. A public opinion telephone survey showed a high level of interest and support for creating additional fishing opportunities in the SRP canals (68% of the respondents were in favor). A canal fishery program is estimated to add 750,000 angler-use days annually, and generate a potential \$1.55 million in revenues from the sale of 129,500 new fishing licenses." These figures don't include the millions spent on bait, food and gasoline.

Making it Happen

There are many possibilities for what could be done with the canals through South Mountain Village. The potential value is clear, not only in the millions of dollars that could be generated by a beatified canal, but also directly to the quality of living of the residents. There are also clear and present challenges. SRP owns the canals and is understandably cautious in allowing new public uses when such uses could interfere with canal management and/or be a danger. However, as mentioned on their webpage (www.srpnet.com/water/canals/canaluse.asp) "SRP works with each city throughout the design process to ensure compatibility with SRP's operational and maintenance needs for the canal system. Guidelines have been developed but vary from area to area so that each project must be evaluated separately and design details can be tailored to fit specific city requirements." This suggest the utility would be willing to work with the local residents to see what could be done.

Where to Start?

What can not be stated in words, can be demonstrated. The same could be true with canal beautification and additional uses in SMV. A good location for a demonstration project would be the section of canal next to South Mountain College (see photo to right>>>). Great things are planned for this area including a major shopping center. What a better place to develop a demonstration river walk and alternative uses?



As of this writing, a representative from the City of Mesa is scheduled to make a brief presentation to the South Mountain Village Planning Committee at their next meeting (November 12, 2002, 6:30pm, South Mountain Environmental Center), on how Mesa has worked to beautify their canals. The information provided should prove enlightening and provide some insight on what could possible be done in SMV. The Ebony Cactus encourages the residents of South Mountain Village to explore with SRP and the City of Phoenix, what could be done with your/our canals. To see what we can do to turn these under-utilized resources to places of beauty and usefulness.



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Success Tips:

Synthia SAINT JAMES, international award winning artist and designer of the United States Postal Stamp for the Kwanzaa holiday, has to date written and or illustrated 13 children's picture books, 3 poetry and prose books, 3 children's activity books, and a cookbook. She has garnered several awards including a Parent's Choice Silver Honor for her book Sunday a Coretta Scott King Honor for illustrating Neeny Coming...Neeny Going, and a Oppenheim Gold for the book To Dinner For Dinner, which she illustrated.

She has designed an 150 foot ceramic tile mural for Ontario, California's international airport, created designs for 6 - 9x4 foot elevator doors for California's State Capitol East End Complex, and completed a commissioned painting, entitled "In Unity", for the International Association of Black Professional Fire Fighters. (The limited edition fine art lithograph is now being sold by the IABPFF to raise funds for the families of the Black Fire Fighters lost in the terrorist attacks on the World Trade Center.)

Her art also graces the covers of over 50 books including Terry McMillan's Waiting to Exhale, Disappearing Acts, Mama and the Japanese translation of How Stella Got Her Groove Back, and also Iyanla Vanzant's Acts of Faith, Faith in the Valley and The Big Book of Faith. In reviews her artwork has been described as "ebullient", "bold", "creates paintings that remind one of Matisse cutouts in their clear line and intense color" and "joyful".

www.synthiasaintjames.com

1. Establish a period of time each day for your "my time", spend it walking, running, or any other form of exercise, and/or for meditation.
2. Take care of your physical health by eating right, getting enough sleep, and taking any vitamin and mineral supplements that will enhance your immune system, and by all means, keep up with your annual physical examinations.
3. Set your goals high and don't allow anyone to discourage you.
4. Know that you are directly connected to a higher power.
5. Treat everyone that you meet or that you are acquainted with, the same way that you'd like to be treated.
6. Know that, in achieving your goals, there is hard but rewarding work that you will have to do, and that you will continue to have to do in some form or another.
7. Always listen to "your" inner voice."
8. Understand that life is a continual learning process, so be willing and enthusiastic about your growth and knowledge potential.
9. Learn how to keep reinventing yourself when and if necessary.
10. Be confident that you have the power within to adapt, accept or confront life's many challenges.

First Fridays continued from page 9

Internet: We have a web site that gives the nuts and bolts of who we are what we do and who our principals are. It gives our event information and sometimes we have a special feature where we spotlight a certain organization.

Quality: There are many reasons to attend a First Friday event. A key reason to attend is because our quality format is generally the same. People know what to expect from us. From 6pm to 9pm we're networking. There may be a speaker or a special networking event going on during the first 3 hour time frame. From 9pm to 1 am, folks know that a good time can be had by all.

Business Impact: At First Fridays, we afford new and existing businesses a venue to test a new service or product for marketability. With the economy in such disarray, we can be a bridge for those in business and those seeking employment or a career change. We offer an avenue for the cultivation of business relationships.

As far as having an impact on business and making things happen, we've partnered with other organizations like the 100 Black Men and the Black MBA's. Partnering enables groups from varied background to grow. These days, partnering is the smart way to go. Finding common alliances is essential. Some groups, however, don't want to partner with others and that's fine. We're like the Switzerland of networking. We don't play favorites.

Keys to Success: Consistency, again, has been our key to success. I believe that no matter what you offer and how good or bad a service or product is, you should be consistent.

Breakthrough Opportunity: We had a great breakthrough opportunity event three months ago at the Pointe Hilton Tapitio Cliffs. It was marketed as a business expo event. It turned out better than any other event I believe that we've ever had. There must have been 600 people there. Since then, we've begun to change how we market our monthly event.

Goals: My goal is to get together with the other First Fridays across the country and build a unified voice for the people. There is strength in numbers. As a collective group, we touch 500,000 African American a month. That's the big networking goal for next year.

Memorable Experience: The most recent and memorable experience I've had was when I was awarded the Entrepreneur's Awards from the Black MBA's. Tavis Smiley was there. To be acknowledged by your peers is wonderful. To be congratulated on a personal level is great and I've always appreciated that. To be given accolades in public was something I was especially proud of.

Targeted Media continued from page 11

Access to publications is currently available by free subscription. By going online requested copies can be mailed

during our annual distribution (November). Thereafter directories can be picked up at any of the more than 22 distribution locations throughout Arizona. The number of AZBP directories printed has doubled in the past two years. When applicable, increases in the number printed will increase by at least 10,000 each year.

Internet presence for AZBP was established in 2001, and will continue development to include many more requested tool items. Currently, www.AZBP.com provides a community calendar, which can look two years ahead and one-year back. This portion of the site was developed in response to the market suggesting the need for a community-planning tool to cease the overlapping event planning.

Business Impact: We are effectively reaching the market on both ends. We want the community to adopt our brand as their own. If AZBP was a portfolio, then we have provided our community with a 43% growth in the number of resources. That is how much growth AZBP has experienced since Volume XI was released in Jan 2002. Volume XII is due to be released in November 2002 for 2003. TMC is providing the community with access to more resources.

Keys to Success: Listen and listen well. Be open to all forms of feedback. Share your business resources with the community at large. Find a strategic partner and share what you have to offer. Establish standard operating policies. If you intend to grow your business, then standards are required. If you plan on staying Mom and Pop operators, then you may not need these standards of operation. These standards of operation will lend consistency to your business transactions. Be innovative. It will get your business through the hardest of times. Most of all remember it's in your nature. Blacks are recorded as the most innovative people in history. We needed to keep our food cold, so we invented the refrigerator system. Driving through an intersection was chaotic, so we developed the traffic signal. On and on throughout history, Black people made a dollar out of fifteen cents. Don't stop now. Innovation is in your nature. Be positive and optimistic. What is the alternative?

Breakthrough Opportunity: Enacting strategic partnerships. We have three organizations in two cities that have propelled our ability to reach market effectively. In Phoenix we have The Greater Phoenix Black Chamber of Commerce, First Fridays Phoenix, and the Jazz In Arizona Organization. In Tucson, we have the Tucson Black Chamber and the First Fridays Tucson. Or collective desire to reach market and collect market information, has made for a synergistic alliance. The Black Chambers in both cities are the number one distribution locations for AZBP.

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Here is why you should advertise in The Ebony Cactus. Primarily, the Cactus is designed to connect you with your desired customers.

- 1. Demographics:** Part of the mission of The Ebony Cactus magazine is to showcase African American businesses to all who could use their services. The magazine's format is simple, open and easy to read. The content is focused on people and issues that will be both interesting and valuable to both small and large business. In this case, small business people include both those 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. Building Bridges:** The Ebony Cactus is read by increasing numbers of companies seeking outsourcers, contractors and partners. Their readership further enhance your opportunities for growth.
- 4. A New Application of Established Technologies:** Unlike a web based Ezine, The Ebony Cactus does not dwell on the net. Instead, like any print magazine, is sent directly to the reader. There it resides on their computer desktop just as a newspaper would reside on the reader's kitchen table. From there the magazine can be read at any time. Macintosh and P.C. users can view it equally well. If so desired, copies can be made by the reader for their personal use. Add to this the ability to hyperlink (weblink) directly from the magazine. Now the direct link to your website 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!

Index of Profiles

Accounting:			
	Moore System Works	Vol.1 #7	Pg. 9
Advertising:			
	WWW.1WEB-ADS.COM	Vol.1 #9	Pg. 8
	Targeted Media Communiations Inc.	Vol.1 #10	Pg. 10
Architecture:			
	ABJ3	Vol.1 #1	Pg.13
Art Sales:			
	Personal Preference Inc.	Vol.1 #5	Pg. 9
Agriculture/Horticulture:			
	Plant Chow Products	Vol.1 #3	Pg. 17
	RighTrac Inc.	Vol.1 #6	Pg. 12
Authors:			
	Mark Crockett	Vol.1 #5	Pg. 14
	Sonny Harper	Vol.1 #5	Pg. 9
Beauty and Hair:			
	Hair and Body Works	Vol.1 #4	Pg. 16
Catering:			
	LAS Catering	Vol.1 #6	Pg. 9
Cleaning Services:			
	RCD Cleaning	Vol.1 #6	Pg. 15
Clothing:			
	Alabaser Box	Vol.1 #8	Pg. 9
	Athlete's Foot	Vol.1 #7	Pg. 10
	Greek Boutique	Vol.1 #8	Pg. 9
	House of MiAsia	Vol.1 #9	Pg. 9
	T-Rock Inc.	Vol.1 #1	Pg. 14
Commercial Contractors:			
	Simmons Quality Painting Inc.	Vol.1 #2	Pg. 15
Entertainment:			
	Love Lee Entertainment, LLC	Vol.1 #2	Pg. 10
	New Dawn Production	Vol.1 #5	Pg. 14
	Phoenix Arts and Entertain. Radio	Vol.1 #3	Pg. 10
	Pub Magazine	Vol.1 #4	Pg. 13
	Scratches a motion picture	Vol.1 #3	Pg. 10
Event Planning			
	EnStyle Planned Events	Vol.1 #6	Pg. 9
Greek Letter Organizations			
	Kappa Alpha Psi	Vol.1 #4	Pg. 13
Health and Fitness:			
	Heel to Toe	Vol.1 #4	Pg. 8
	J. Allen's Arizona Body Sculpturing	Vol.1 #3	Pg. 16
	Uzone	Vol.1 #2	Pg. 17
Human Resources			
	Solar Human Resources	Vol.1 #4	Pg. 8
Information Technology:			
	Cummings Computer Systems.	Vol.1 #1	Pg. 13
	Evermist Technology	Vol.1 #4	Pg. 17
	KomputerEd Tools	Vol.1 #1	Pg. 13
Interior Design:			
	D & S Custom Creations	Vol.1 #7	Pg. 9
Motivational/Public Speaking:			
	Pride, Poise and Pursuit	Vol.1 #2	Pg. 11
Law:			
	Branscomb Law Firm	Vol.1 #9	Pg. 10
Museums:			
	George Washington Carver	Vol.1 #8	Pg. 12

Networking:			
	Phoenix First Fridays	Vol.1 #10	Pg. 8
Not for Profit:			
	Girl Scouts	Vol.1 #5	Pg. 11
	Imani's Child	Vol.1 #3	Pg. 14
	Planned Parenthood	Vol.1 #9	Pg. 12
	Tucson Black Chamber of Commerce	Vol.1 #1	Pg. 11
Photography:			
	Celebrity Photography	Vol.1 #2	Pg. 10
Real Estate			
	REMAX Fine Properties	Vol.1 #5	Pg. 13
Restaurants			
	Painted Horse	Vol.1 #8	Pg. 10
Religious Institutions:			
	First Institutional Baptist	Vol.1 #7	Pg. 12
	Southminster Presbyterian	Vol.1 #4	Pg. 11
Telecommunications:			
	SMQT Long-Distance	Vol.1. #3	Pg. 11

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 Advertise
 in
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Index of Advertisers

Balaros	13
C & C Auto License	13
Conner Collection	13
Crescent Research	13
Esquire Barber & Beauty Salon	20
Fosheezy	20
George Washington Carver Museum and Cultural Center	22
LAS Catering	4
Lawrence Dabney Professional Services	13
Life Strategies Consulting	4
Longaberger	5
Miracles Salon	22
Planned Parenthood	4
Primamerica:	
Kevin Brown	13
SMQT Long Distance	13
State Farm Insurance:	
Lula Smith agent	13
Wendell "Mac" McRae, Sr.	20



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