

THE EBONY CACTUS magazine

Vol. 1. No. 11

November 18, 2002

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Greater Good
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*We're Behind The Scene
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This Edition

Welcome to the eleventh edition of The Ebony Cactus Magazine. With your assistance we continue to grow. This edition we present three interesting endeavors for your consideration.

Did you know there is a Black owned bowling center in Phoenix? Check out "Pin Action" on page: 8
Actor Obba Babatunde is a man on a mission. Read what he is seeking to accomplish in
"Seeking the Greater Good," page: 12
Explore the world of Entrepreneur Cash Sutton and Sutton Enterprises on page: 15

This edition we also feature the next installment of Construction Compliance by guest lecturer Darrel Keesee.

Next Edition

"Tis the Season." Our holiday issue is swiftly approaching and we're very excited. This will mark our first "Special Issue". In it, we will focus on businesses and organizations that offer exquisite, unique and useful gifts and gift ideas. We hope you'll enjoy the issue. Most of all, we hope you'll be encouraged you to contact the companies profiled or advertised within that issue. We African Americans spend more dollars outside our communities than inside. The dollar is powerful but, its only as powerful as the hand that uses it. As an accommodation, we've extended our holiday deadline to November 27, 2002.
Space is still available.

Hyperlinks

To use the hyperlinks, down load the magazine to your desktop and then re-open. The embedded hyperlinks may then be used.

Giving Thanks

Did you know that as a reader of The Ebony Cactus magazine, you are most likely somewhat affluent. According to the demographics, your family income is likely above 50K. Many of your families bring in more than 75K annually. Most of you have at minimum, a bachelors degree, with a fair percentage of Masters, MDs, Eds and Ph.Ds. You have indeed been blessed.

In this time of Thanksgiving, please think about those less fortunate than yourself. More importantly, please consider doing something to help them, not only now, but on a continuing basis. Do you have a few extra dollars to give to the needy? Do you have some time to volunteer? Can you donate some food to a food bank? How about donating some clothing? These are all small things, but they can mean so much to those in need. Think about it and then do it.

Spread The Word!!!

The Ebony Cactus magazine presents information that can aid you in being a better employee or employer. It showcases service providers that can help your company do business. It builds bridges between those who have the services and those who need them. So to this end, we ask you to SPREAD THE WORD. Let other folks know about the Cactus. Send them a copy. We are now in the "Idea Economy." Thus the more knowledge shared, the better off we all are.

Staff

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

Marketing
Life Strategies Consulting

Contributing Writers
Darrel Keesee

Graphics/ Art Magazine:
Dr. George Brooks Jr.

Web Page
Karl Rothweiler

Proofing
Amanda Miller

Photography
Angela Miller-Brooks
George B. Brooks, Jr.
Ossie Harris

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To Reach Us:

Mail: P.O. Box 24982
Tempe, AZ 85285-4982.

Phone: (602) 821-8191

Publisher:

Publisher@theebonycactus.com

Editor:

Editor@theebonycactus.com

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The Referral of a Lifetime

Last month I was pleased to formally make the acquaintance of a delightful young lady who happened to be an entrepreneur. Prior to our meeting, we'd communicated via the Internet. As we were getting to know one another, she casually mentioned that she'd heard of our publication from another person. She then added that person had been kind enough to inform a numerous and diverse group of people about the Cactus. I can only imagine the look I must have had on my face. At that very moment I felt as if the switch to the first Westinghouse light bulb had been turned on. Life was once again worth living. The meaning of our being was miraculously revealed. Well, maybe not the meaning of life itself, but it sure felt good to know that someone enjoyed our document enough to tell their circle of friends about us and what we are trying to accomplish. What a great referral!

To be honored with a referral(s), in my opinion, is the highest form of gratitude and adulation one can receive as a business man, woman or professional group. We seek out those connections in business that we perceive will give us a lengthy, additional or competitive edge over others who are vying for the same client face time and dollars. By all accounts, I am sure you or your business has aggressively worked to mark your place apart from the pack. This is a good thing because clone businesses are not "in" at the moment.

One day your business may be at a point of reckoning; you may receive "The Referral of a Lifetime." In other words, it may be "The Big One" as Redd Foxx would comically say. The question to ask yourself at this point is: What will I do with this windfall of information? Now, I'm not sure how you'll answer that question but, I am sure about one thing. It is crucial that you have a process in toe to accommodate such a referral.

How each person handles a referral is as diverse as the businesses they service. There's one thing I know for sure. Angienuity's the title of my editorial and is a portmanteau, a clever way to coin a new word from two or more other words. That's fine but, sincerity not cleverness is necessary when recognizing and acknowledging a great referral. Old stand-bys like an honest verbal thank you, a firm handshake or a simple acknowledgment card are still the best ways to thank referral clients. Enjoy!



You don't have to be in power to be empowered

What happened to the Democrats a couple of weeks ago is a lesson for Black folks. No, I am not advocating becoming a Republican. That is a matter of choice and we need African Americans in every party. Actually the lesson is quite a-political and relates directly to human nature. First, let's look at the headlines. "Democrats crippled, party in shambles. Democrats vanquished." What a bunch of nonsense. Only 40,000 or so votes nation wide switched. If you want to use a metaphor, they stubbed their toe. Yes that hurts like hell, but usually there is not much long term damage. Regrettably, many Democratic leaders bought into this pity party. "Let the finger pointing begin" some one said. And so Senator Daschle loses his job and a new leader is elected. Anything sound familiar?

Lets face it folks, Bush won this battle for the following four reasons:

1. Like them or not, Bush did things. He made things happen. Americans like that.
2. Bush focused on what he had done and wanted to continue to do.
3. The Democrats (for the most part) focused on what Bush had done and what Bush wanted to do.
4. The Democrats did not focus (for the most part) on what they had done and wanted to continue to do.

Whether you put the blame for the ills in America on Republicans or on racism, prevent-defenses don't work anymore! If you want to get the nation's attention and respect, go out and do something. You do not have to be in power to be empowered!

Last edition, I asked if you were a change agent. Let's continue that thought. A change agent is simply some one who goes out and does something. Makes a decision. Makes something happen. One of the great things about being an American is that we are empowered to do this, by law! You know, "life, liberty and the pursuit of happiness." Know this, you do not have to be in power. You do not have to have a political office. You do not have to have your party be in the majority. You can JUST DO IT! Conceive it! Believe It! Achieve It!

Next edition, "What to do, what to do?" Enough for now, on with the show.



Sunset continued from page 8

Product: We are one of the most modern, cleanest bowling centers in the Valley. We're more up to date with the latest technology than most centers. For example, the keyboards are in the back to give the bowlers more room to interact. We have 32 lanes of bowling with synthetic lanes. The wood has been overlaid with syntectic. It holds the condition of the lane longer. We have fully automatic scoring.

We have AMF and Brunswick equipment (AMF and Brunswick are two major bowling companies) and other bowling company equipment. We are completely independent. At 34 inches our automatic scoring screens are a bit larger than the average. We have automatic bumpers that come up for the child and go down for the adult. We have a snack bar, bowling accessory pro shop, a free meeting room and a full bar. We are really family

oriented with birthday parties. We have a camera capability where we can put the birthday party child or adult on the screen every time they make a strike.

We have a sound system with 10,000 various songs. We have an increasing popular "Boogie Bowl" (similar to "extreme" bowling) night. The machines in the back have three different set of pins that go in the machines. They stay in the machines for three or four weeks, then they are removed, cleaned and rested for the same length of time. Each pin weighs between 3 lbs 5 oz and 3 lbs 10 oz. The backdrop (making unit) is interchangeable and is changed every 3 months. The automatic screens also show the lane highs.

Clientele: Our clientele is everyone. We have several local TV personalities that come here often. One celebrated part of his wedding here by renting half the house, 16 lanes. School teachers, doctors, lawyers, business owners all congregate here. Since our start 4 years

ago, our clientele has gotten better. It's an enjoyable place to be. We would like to promote a little bit more to seniors. Seniors tend to participate during the day while the working man participates in the evening.

Breakthrough Opportunity: When we renovated.

Keys to Success: If you offer a good service and clean place, people come back.

Motivation: To pay the bills. To have good scores and to have people talk about good scores.

Sunset continued on next page >>>>>>>>

Sunset continued from page 9

Business Philosophy: Like Mcdonald's, we believe in quality, service and cleanliness. If the shop is clean, if the machines are clean, they run. That's one of the items we stress. We have good running machines unlike some centers.

Most Memorable Experience: Stacy Anderson who is Black, runs bowling tournaments at various centers. At his tournament last year we had the State's high score, 880 in three games. A fellow rolled a 300, a 280 and then another 300. That was the 40th high in the nation.

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Description: There is a reason they call it a pro-shop. It is here for professional advice and assistance in every aspect of bowling, equipment and your personal game. I custom fit each ball to the individual and assist them in their playing needs.

Selection: I sell balls, bags, shoes, accessories, shirts and instruction. A ball is no good unless you know how to operate it. Advise, assistance, knowledge and information. I offer bowling instruction by appointment.

Time in Business: This is the fourth pro-shop I've built. For a while I had the only pro shop in the capital of the state of Washington.

Business Cycles: Business is very brisk. It is an interesting climate here in Phoenix. Summers are the slow season. However, Arizona does not have the business highs and lows of more climate challenged states. It is fascinating the concentration of bowling centers in Phoenix. Not that many pro-shops (however). Also, not that many that are qualified to do what I do. I draw from across the city, from Sun City of Prescott.

Competitive Edge: I have a broader knowledge base to draw from. I am also in a bowling center so I can actually watch another persons game so I can better determine what kind of ball is best for them.

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Spotlight on

Actor Obba Babatunde
Serving
the
Greater Good

First Fridays Classic Film Series
www.1stfridaysphoenix.com

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

Stage and Screen Actor Obba Babatunde is a man on a mission. His career is diverse, playing roles including Barry Gordy in the Temptations mini series, Real Estate mogul Charles Thorne in the current UPN series, Half and Half, and a starring role in Miss Ever's Boys, a motion picture recently screened as part of the First Fridays Phoenix Classic Film Series. A native of Jamaica Queens New York, he speaks with a calm cultured voice that encourages you to listen and understand what he has to say. His desire is to bring to you an understanding of "The Business of Show."

All names have meanings: Obba Babatunde is the direct Yoruba translation of his anglo-saxon name. It means King "Obba" and the spirit of the grandfather has returned in the child "Babatunde." Being an actor, one must have a marketable, recognizable name. It was suggested to him that Obba Babatunde did not fit this requirement. His response was that if the public could remember Engelbert Humperdinck, they would remember Obba Babatunde.

Continued on next page >>>>





First Fridays Classic Film Series

Obba continued from page 12

What are you seeking to accomplish? What I am trying to do in general and specifically, is to broaden the scope for us (African Americans) as a people, as we relate to the world population. Having traveled I know African Americans set the tone for culture, fashion, design and entertainment throughout the world. I am thrilled about this, but we also have scientists. Dr. Ben Carson for example, was the first person to successfully separate conjoined twins. We have many (African Americans) who have performed feats of greatness. I want to promote these other things as to who we are. We will then have our rightful place in the world as an influential power source. To coin a phrase, I am trying to "level the playing field".

How are you accomplishing this goal? What I do through my acting is to represent multiple characters. Thereby giving resource and exposure to all the different facets of our community. I try to play my characters, no matter what their position is in the film, as capable. Someone who has a thought. Someone who has a purpose. Someone who has a story and a spirit beyond what is seen in the story. A whole person. Conversely, African Americans are often not viewed as whole people. We are a thing. We are only something that serves a function. A bus driver or a cab driver. James McDaniels of NYPD Blue questioned if his character had a life beyond his fictional office, peeking out on occasion to bark orders? Eric LaSalle's character on ER never had a successful relationship with an African American woman. Was that intentional? Yes, no, don't know. What I am trying to do is to project us in areas where we are not usually seen.

Dick Gregory said that "many African Americans have white racist mentalities." Our brain is like any other brain. If you are brain washed; you are brain washed. What is the truth? If you are taught from the time you are born to believe white is blue, then white is blue to you. So, if every time the six o'clock news comes on, a child sees a reflection of himself in handcuffs, he starts to buy into that as being who he is. This is not exclusive to African Americans. After 9/11 many Americans such as the Sieks, now suffer profiling. During World War II every one who looked Asian was targeted. These reactions become reflexive. They are all miss conceptions based upon false perceptions.

What can the reader of this article do to begin to show the world a different image of African Americans? Though this kind of event (First Fridays film series), we are going to empower the people who no longer want to see "that" kind of film (films with a negative view) anymore. To provide a place where people of like mind can rejuvenate themselves and talk to each other as one patron here said, African Americans in Phoenix tend not to do.

We must first get past the imperialist mentality. The one that believes that my group is better than your group. Encourage your group to join with their group to make something happen. Now you are bringing the factions together. Simply extend yourself to someone who is not in your group. Not with the intention of bringing them into your group but with the intention of bringing the two groups together.

Obba continued on next page >>>>

Teaming up
Joe Chandler &
Obba Babatunde

What are you doing with First Fridays Phoenix? I am here to try to bring to fruition film workshop seminars. Meaning that we will watch the film then bring in some of the talent to meet and greet. We can then create a network where by we can support the films that are coming out by getting the word out. Then we'll do an actual workshop where we can cultivate all of the talent it takes to put the final product together. It is not just about what is on the screen. You first need writers. They put the words in the mouths of the characters. You need directors, lighting designer, set designers, camera operators and more. Next time you go to a movie, stay and watch the credits. All of those are the names of the people it took to actually get what you saw to the screen. Those are real jobs that someone must do to produce that film. Through this activity (the film series and workshops), the public will become empowered to request, to demand those films they wish to see.

Empowering the youth. They (the youth) must understand that if something represents you, then you have a say in it. They must be prepared to contribute. A gentleman asked me my individual opinion of rap music. I think just in general, parents have taken a back seat to the popular culture. They are allowing the television to educate and establish the view points in the minds of their children. There is no getting away from it, that box is going to be there. The parents however, must get involved in controlling what programming they see.

The business of show. I want them (the people) to understand the Business of Show. To understand why, for example, it is true that if a film does make big money the first week it may fail and end up buried in some video store. The first week, most of the money from ticket sales goes to the distributors of the film. The second week that reverses. Thus if big money is not made the first week, the distributor wants to get something else on that screen where money can be made.

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In Los Angeles, when I turned to the Latin channel, I saw various types of programs, soap operas, comedies, variety shows, game shows ect. I saw the same kinds of things on the Asian channel. When looking for the Black channel, what I saw was predominantly music videos which promoted music of a popular culture that had people being exemplified in ways that I felt personally should have been reserved for perhaps a more private moment. I think that this exists because we now have the dollar as our bottom line. At one time there were moral restrictions on that which one would and could not watch, that were imposed by the parents. As the parent become less involved in controlling their children's destiny, they are also not controlling as much of the moral fiber of what is and what is not ok to do.

What do you want our readers to know? Remember that they must take responsibility for their lives and they must formulate a power base. The way to go about that is just simply joining up with those of like mind and purpose. Never quit! Never give up! If you can conceive it, then you had better believe that you can achieve it.

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Years in Business- Distribution - 7 yrs

Consulting 2 yrs

Number of employees - 0

Background: Cash Sutton III is a licensed electrical engineer in the state of California who graduated from the Drexel University Evening College in 1973. Cash is a life member of the Alpha Phi Alpha Fraternity, Inc. and current president of the Iota Zeta Lambda Chapter of Compton, California. He is the immediate past president of the Los Angeles Council of Black Professional Engineers and vice president of the National Council of Black Engineers and Scientist. He was chairman of the Corporate Advisory Board for the MESA Engineering Program at California State University at Los Angeles for three years ending in 2001. He is a member of the Institute of the Electrical, Electronic Engineers (IEEE). He is an active member of Christ the Good Shepherd Episcopal Church as well as Christ Church Parish. He is a member of the Board of Directors of the Future Scientist and Engineers of America and Regional Director for the Los Angeles Unified School District. He is on the Board of Good Shepherd Manor as well. Cash is also a member of the following organizations and active as time permits:

- American Nuclear Society
- Idea Club of Pomona
- International Association of Electrical Inspectors
- Los Angeles Council of Engineers and Scientist
- National Association for the Advancement of Colored People
- National Society of Professional Engineers

He has received numerous certificates and notes of appreciation for speaking to and working with community organizations and schools. He received the IEEE Community Service Award in 1985. He traveled to Belize in 1987 with State Senator Diane Watson on a fact-finding mission that was a memorable experience. He was inducted as a Fellow in the Institute for the Advancement of Engineering (FIAE) in 1998. He is listed in the International Who's Who of Information Technology for 1999.

Description: Sutton Enterprises is an electrical engineering consulting firm and a multi-level marketing distribution group.

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Goals: I wish to become financially independent while helping others achieve their dreams.

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Clientele: There are no restrictions on the people we help.

Breakthrough Opportunity: Reading the Cash Flow Quadrant by Robert Kiyosaki and Prosumer Power.

Motivation: The opportunity to solve our financial problems by participating in free enterprise.

Philosophy: Making a difference in a changing world!

Keys to Success: Study because you want to prepare yourself for contributions to humanity but plan your life so that your livelihood does not depend on that contribution.

Memorable Experience: The most recent memorable experience was designing and helping to install the solar voltaic system for Christ Church Parish in Ontario in March 2002. The other was going to Belize with Senator Watson in hope of finding solutions for their energy problems. What I found they really wanted was capital investment.



Construction Compliance Pt. 3

Special guest lecturer: Darrel Keesee



Darrel Keesee provides specialized services in EEO audits, investigations and HR performance. He is a veteran of over fifteen years in high technology and associated industries. Additionally, he has been an active member in a dozen high schools for business and computer instruction. Darrel has assisted diverse groups of students in finding their career paths in society as well as motivation for at-risk high school students to stay in school and achieve advanced training. He acquired a Bachelor of Science in Business Administration and Management from the University of Phoenix and Master of Education in Human Relations and Counseling from Northern Arizona University. For questions and answers, forward them to: darrel_keesee@hotmail.com

Continuing the series for businesses that have contracted with the Federal Government for construction or services, responsible parties have additional focus elements that must be prepared for. The owners or principals will be scrutinized in areas of recruitment, training practices, EEO policy implementation, personnel operations, contracting activity, sex discrimination, religion and or national origin and subcontractor compliance. Regulations for construction companies are contained in 41 CFR 60-4. Service and Supply companies will fall under 60-1 and 60.1 of 41 CFR. The series is by no means a substitute for this Agency's report that can exceed twenty pages.

Many elements are given a pass or fail rating with a very brief accompanying statement. However, these are checklists that are linked back to the tabulated ratios. As these audits have perfunctory procedures, the cited sections appear for reference. These detailed elements cannot be contained in one issue.

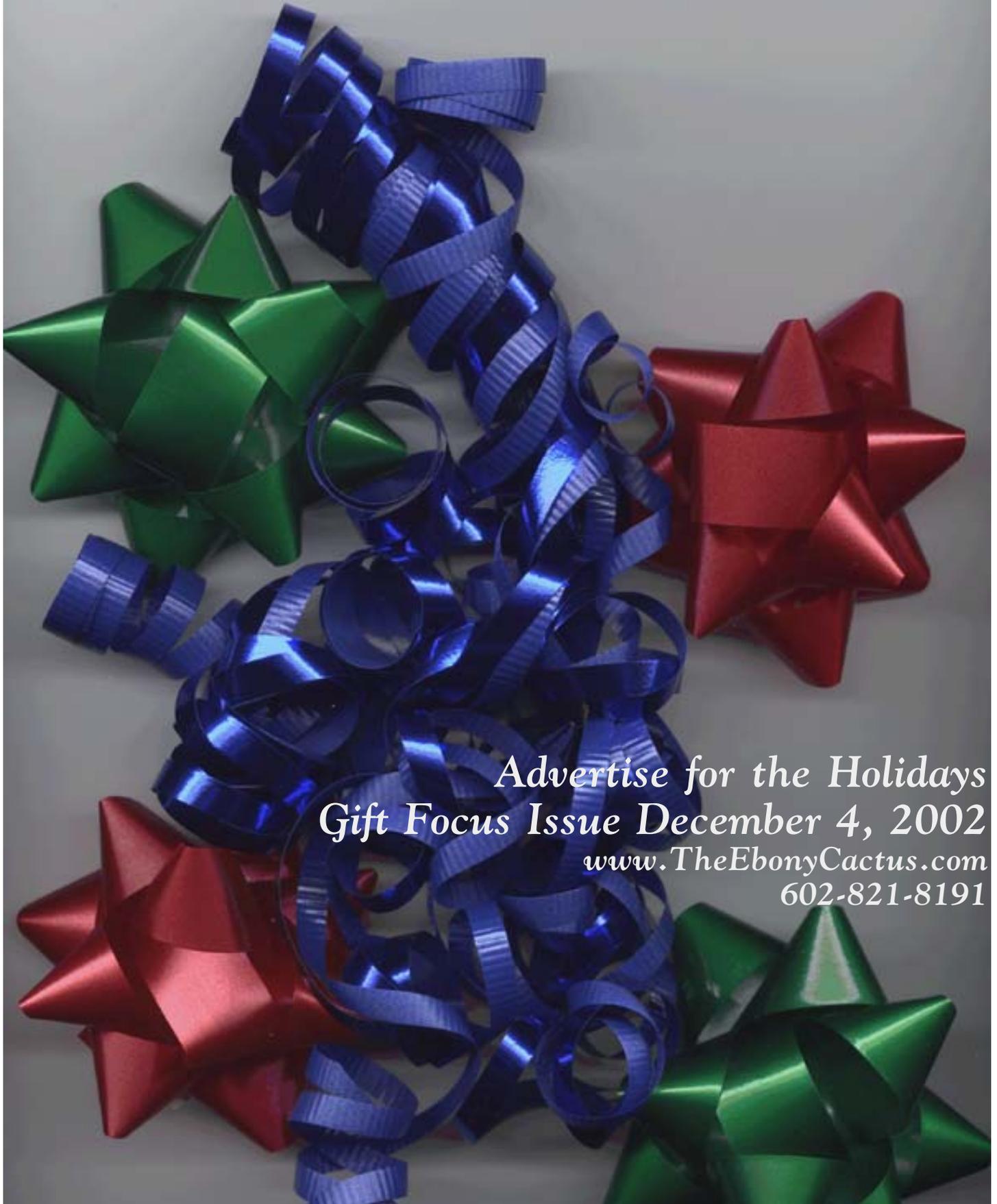
Recruitment practices are contained in 41 CFR 60-4.3(a)7.a. through p. As noted above, description of activities are noted to justify the compliance for the contractor. What makes this part somewhat difficult to understand are the audit parts not being in sequence with the regulatory sections. To ease this confusion, each of the aforementioned headings will state the applicable sub-part. Although many human resources personnel are familiar with basic recruitment functions, small companies do not have the resources to establish or maintain this function. It is to these brave entrepreneurs that these articles are dedicated.

Recruitment areas will contain parts 41 CFR 60-4.3(a)7.b, c, d, i and j. Part b is one that almost always catches businesses for a violation. This is the listing of minority and women sources that can include government agencies; community based organizations and organized labor. A record of written communications, and or logs thereof, is needed to satisfy these requirements.

Many businesses are not aware of the detail required by Part c of this section. Record maintenance for all applicants has to be available for all persons on that particular contract being reviewed. Specific requirements include the name, address and telephone number of all applicants that includes their gender and minority status. What action taken with each person must also be recorded. Doing hiring through a union hall does not exempt the business either. A status must be documented for applicants referred back to the union. Additionally, if a union hall has then referred that applicant back to the contractor for hire, personnel actions have to reflect the reasons for hire or not hiring the applicant.

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