

THE EBONY CACTUS magazine

Vol. 1. No. 8 October 8, 2002

A New Perspective on Business

"A Gathering Place"

The George Washington Carver Museum and Cultural Center
Princess E. Crump Executive Director

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Issue 8

Welcome to the eighth edition of The Ebony Cactus magazine. No, this is not the women's edition, it just worked out that way. In this issue we profile two entrepreneurs and one business and the George Washington Carver Museum and Cultural Center. This brings the grand total of showcased organizations to 41 in 25 different categories. As always, we continue to refine the document. Last issue you mentioned some confusion with the page jumps. You will see we have minimized the use of this necessary evil. Also as promised, we continue to seek to keep the kilobytes down. Your comments back to us have been invaluable in giving you a better document.

Our list of guest lectures continues to grow. This month we welcome the Honorable Leah Landrum Taylor, Dr. Wilma Patterson and the return of Ella Dawson.

Readers Survey?

The response of you, our readers, to the Ebony Cactus continues to be positive. From what we can determine, the magazine's format is readable and the subject matter interesting. Also, many of you have been forwarding the Ebony Cactus to your friends. This information is very valuable to us, but we need more detail. To this end, we are developing a readers survey. Your responses will help us to improve the Ebony Cactus so that it is more useful to you.

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If you own a business, you should advertise in TEC. If you are seeking to reach new customers, you should advertise in TEC. If your school needs students, you should advertise in TEC. If you are seeking new highly skilled employees, you should advertise in TEC. The list goes on but the message is clear, you should advertise in The Ebony Cactus.

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.



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The Ebony Cactus magazine is published semi monthly through the Internet by Ebony Cactus magazine Inc. There is no subscription cost. All Rights Reserved.

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The Components of a Judicious Leader

Just do it because I said so! Somewhere and a lifetime ago, hearing those words erupt, like Mount Saint Helen, from a superior would bring terror to the hearts of dedicated subordinates. Anymore, pressing employees to labor like a Kentucky thoroughbred is an outdated practice. One that might get you in front of a local labor board quicker than you can say class action lawsuit. It has been said that leaders are born and not made. I beg to differ.

Becoming a judicious leader, one who is highly revered by his or her employees is an arduous job. There are many components involved in being the best that you can be so your labor force (no matter how large or small) will mirror your actions. Our magazine has interviewed a slew of professionals and risk takers. They've shown us that being logical, discerning and reasonable with employees are key components that lead to judicial leadership.

Being the leader of a company doesn't necessarily mean he or she is *always* the best person to drive or even chart the course of that company. I know that sounds absurd, but when running a business, an important fact should be noted; an empire is only so because of the knowledge, dedication and empowerment of its workers.

Your work-force stays with you because they have some vested interest in your company's offerings. Most likely, they came to you because they've heard good things about your company. Ensuring your employees' development helps your business to grow. To do this you'll have to make logical decisions. Additionally, you'll need to discern what's mandatory and what could stand more development. Lastly, you'll be required to be reasonable with the completion of tasks. It is a good thing to give employees empowerment. However, never leave them out to dry without a towel. Growing a company is more important than growing an ego. Enjoy!



What Successful People Do

Angela and I ran into our old friend Dr. Ray Jackson at a restaurant a few weeks ago. The resulting conversation inspired me to write this column. When my daughter Haley was old enough to attend kindergarten, I placed her in Ray's charter school, ATOP Academy. There she learned that "Successful people do those things that others fail to do." It is amazing how right Ray was. Those words taught those children they did not have to be geniuses to succeed, just don't half step and they will make it.

Since the inception of The Ebony Cactus, we have been running a series of articles called Success 101. This is where we ask individuals, who have achieved, to provide their personal tips on how they manage their lives. Each person has taken a different take from the others. Nevertheless, all their testimonials are similar. All show convergence. All suggest that in order to make it, you must be positive, be fair, have faith, be honest, give without expectation for immediate return and you must plan your work and work your plan. Most of all, you must be consistent. If you do these things you are doing what others fail to do and will likely succeed.

So what is so hard about this? Well, nothing, nada, not a thing, except that consistent part. Consider, there is often less than 1/10 second difference between a winner and loser in an Olympic race. As humans, most of us cannot keep to the race without stopping to rest now and then. Those who win are just those who have more endurance between required rest stops.

It is said that genius is 90% perspiration. Haley is smart. That would mean nothing however, if she did not have the personal fortitude and desire not just to get by, but to go those extra few steps, study a few more minutes, practice a little bit more, do those things that others fail to do. She learned this somewhere and her little sister picked it up as well. I think I know at least part of the source. Thanks Ray. Enough for now, on with the show.



**National Breast Cancer Awareness Month
Casino Night**



Gina Bowser

October is National Breast Cancer Awareness Month (NBCAM). It is dedicated to increasing awareness of breast cancer issues, especially the importance of early detection. This message is communicated through a nationwide educational campaign to audiences including women of all ages and ethnic groups, state and federal governments, women's health care professionals, and employers and the general public.

During 2002 an estimated 203,500 new cases of breast cancer are expected to occur among women in the United States. NBCAM encourages all women to recognize the importance of early breast cancer detection by participating in National Mammography Day on October 18, 2002.

In support of NBCAM, S & G Promotions will present a Casino Night-Fight for the Cure at Hair & Body Works Salon and Day Spa 2111 S. Alma School Rd. Suite 12 Mesa, Arizona 85210, for Breast Cancer Awareness Month Friday 10/25/02 The time is 7:00 pm until Midnight. There will be Spa Services and Casino Games. Martini's, beverages and snacks will be served. For information contact Gina Bowser: 480-363-7031, Sandra Nicholson: 480-227-7266 or Hair & Body Works: 480-838-8166 (Email: sgpromotions@wheelweb.com). R.S.V.P. By: 10/15/02

Tucson NAACP Public Hearings

The National Association for the Advancement of Colored People (NAACP) will be conducting Public Hearings on the Criminal Justice System. The hearing is scheduled for Friday, November 1, 2002, at the Tucson Convention Center from 8:00 a.m. to 5:00 p.m.

One of the missions of the NAACP is to address racial discrimination problems in the Criminal Justice System. These problems include racial profiling, disparate prosecution, racial disparities in sentencing, juveniles being tried as adults, and ex-felon disenfranchisement. The hearing will address these issues.

This is your opportunity to be heard. If you have had any experience with the Criminal Justice System or, if you are the

parent of a youth that has had an experience with the Juvenile Courts, we want to hear from you. We will challenge racism in the criminal justice system through, advocacy, education, policy making, and litigation. With your help this can be accomplished.

Should you have any questions please contact the NAACP office (520) 570-7833.

Native American Recognition Month lecture

The ASU College of Extended Education invites you to attend a FREE lunchtime "Native American Recognition Month lecture. The second lecture in this series is titled "Communication Strategies and Native American Communities presented by Patty Dimitriou.

Join marketing strategist Patty Dimitriou as she discusses the many nuances of developing marketing promotional tactics and approaches to address the Native American community. Working with government agencies, tribal entities, nonprofit organizations and the private sector, Patty Dimitriou has developed an approach that is effective and culturally specific for this ever-growing and diverse community.

A Navajo business owner and community activist, Ms. Dimitriou owns and operates a marketing and communications company with a number of Native American clients across the southwest and Alaska. Her company specializes in strategic marketing and communications services for the Native American market.

WHEN: Wednesday, October 16, 2002. TIME: 12:00 Noon to 1 p.m. PLACE: ASU Downtown Center 502 E. Monroe Street, Phoenix. DETAILS: Bring your lunch, sit back and enjoy the presentation. COST: FREE and open to the public. FOR MORE INFORMATION OR TO REGISTER FOR THE LECTURE, CALL (480) 965-3046. Free validated parking is available in the Heritage and Science Garage on the corner of Fifth and Monroe Streets. Please bring in your ticket for validation. Click here for driving directions and a map: <http://www.asu.edu/xed/dtc/driving.html>.

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Risk Takers

By Angela Miller-Brooks

Business: TNT Unlimited Promotions
(Greek Boutique)
Type of Business: Fraternity and Sorority Apparel
Owner: Terry Smith
Location: 125 South 56th Street, # 24
Mesa, Arizona 85206
E-mail: tsmith@greekboutique.biz
Website: www.greekboutique.biz
Years of Service: 2 years
Employees: 0



Description: The Greek Boutique is an on-line web store that services Greek organizations. We provide greek paraphernalia (hats shirts etc), merchandise, gifts and group orders.

Background: I am a member of a Greek Letter organization (Alpha Kappa Alpha- AKA). I believe in the organization, am proud to be a part of it and would like to see it grow, especially in Arizona. For those reasons, I have a vested interest.

TNT continued on page 19

Business: The Alabaster Box
Type of Business: New and Gently Used Designer
Fashions and Accessories
Co- Owners: Char Hill/Teresa Anderson,
Location: 1321 East Washington St.
Phoenix, Arizona 85034
Telephone: 602-712-0826(office)
480-712-0841(office)
Years of Service: Less than 1 year
Employees: 0



Description: The idea for the name Alabaster Box comes from the Bible. We wanted the business to reflect our spiritual beliefs. Our merchandise consists of new and gently used designer fashions from play clothes to evening wear. We also carry a collection of vintage clothing, shoes and purses.

Background: We are lifelong friends during which we've purchased so many clothes for ourselves and our families that we both discussed the possibility of opening a clothing store to sale them. A couple of years ago, I (Char) was able to retire from a major communications company, thus having the time to devote to our dream. Teresa contributes after work within a longtime Head-Start program in Phoenix.

Alabaster Box continued on page 19

Enterprise Zone

By Angela Miller-Brooks



Business: The Painted Horse Cafe
Name: James R. Shipp
Title: Manager/Owner
Location: 10989 East Dynamite #103 Scottsdale, Arizona 85225
Telephone: 480-585-8499
Facsimile: 480-585-3592
E-mail: dynamitegrille@hotmail.com
Website: www.thepaintedhorsecafe.com
Type of Business: Eclectic Western Cafe'
Year Established: 2002
Awards: *The 2002 Best of the West Culinary Award*
Employees: 20
2001 Revenue: Undisclosed
Expected 2002 Revenue: Undisclosed

Marketing: I have an extensive background in marketing, but since the opening of the cafe, I've actually done very little to market it. People just sort of find out about us, like the atmosphere, come back and bring their friends. I will say that we've been included as a great place to eat and relax at by a number of valley media.

Clientele: The clientele really is an assortment of folks from business people to at home moms. A lot of the folks who come here live near by, some are my friends. The cafe is located in a quiet and secluded area. It is a great place to hold early breakfast and lunch meetings.



Branding: The key to branding is to have a winning concept. I feel we have that here at the Painted Horse.

Business Plan: In developing a winning business plan and especially when others are involved, you have to be open to others' suggestions and possibilities. I had a great group of people working with me in developing the cafe.

Motivation: I have 20 employees. We work hard but, we have fun as well.

Plan: We plan to continue serving great dishes (like award-winning Chef Douglas Foss' Autumn Scented Sea Bass) in a relaxing atmosphere. We plan to keep the art, cafe theme and accessories alive by showcasing paintings by artists such as Jennifer Guirajani, handmade saddles by Dan O'Connor and photographs by renowned photographer Steve Thornton.

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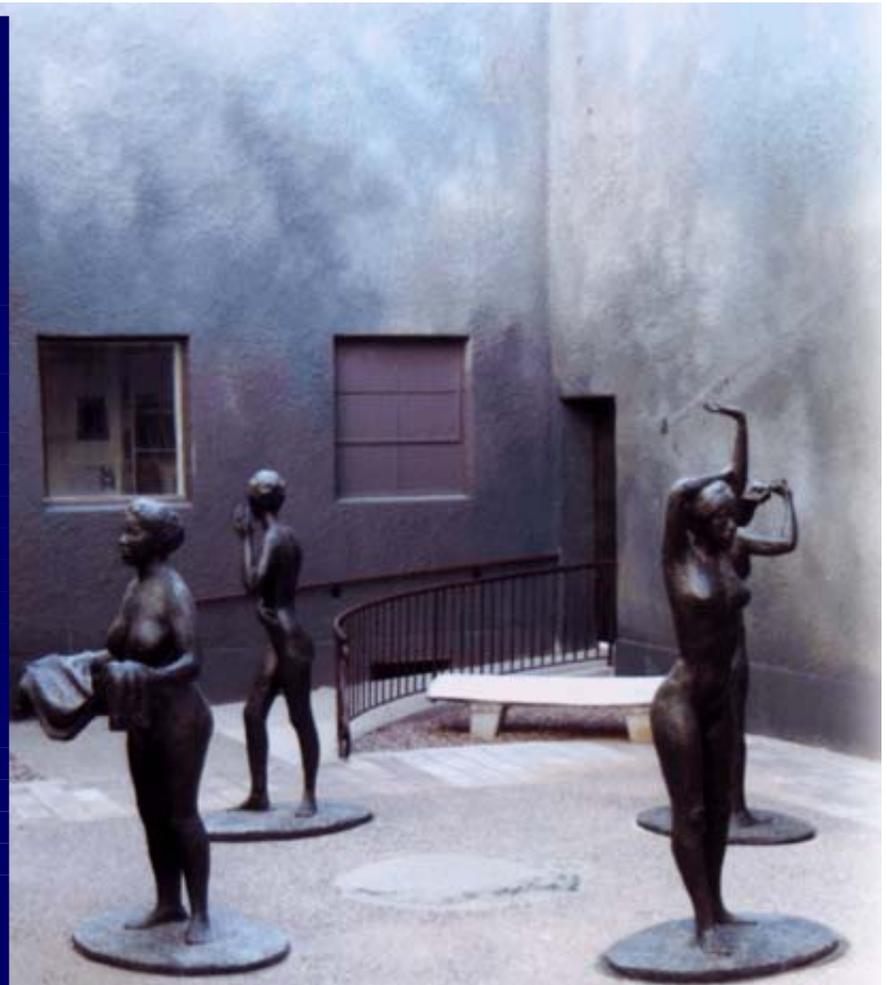
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Image on cover and inset
That Which Might Have Been,
Birmingham 1963

A memorial to Addie Mae Collins, Denise McNair, Carole Robinson, and Cynthia Wesley killed September 15th, 1963 in a church bombing in Birmingham Alabama
John Henry Waddell-Sculptor

Princess E. Crump's infectious laugh echoes through the hallway bringing smiles to all except James Hicks, who at the moment is attempting to load a printer driver into an uncooperative P.C. For the past two years, Princess has been the Executive Director of the George Washington Carver Museum and Cultural Center, the only African American owned and operated museum in Arizona. Known originally as Phoenix Union Colored High School, Carver is the school that was a must attend between 1925 and 1954 if you were Black and lived in the Phoenix area.



Despite hardships, segregation and Jim Crow, Carver attracted a faculty and produced students that in later years would include civic leaders and university professors.

Notable among these alumni and faculty are ASU professors Dr. Eugene Grigsby, Dr. Roosevelt Woods and the Late Dr. Morrison Warren, retired Phoenix City Councilman Calvin C. Goode, and world renowned industrial designer Charles Harrison. My mother, aunt and uncle are also counted among these pioneers.

In 1996 the Phoenix Monarch Alumni Association purchased the school to create a significant community resource, the George Washington Carver Museum and Cultural Center. The Center consists of the old school grounds including the two story school and associated buildings, a Gym-Auditorium and several ware houses. One of the buildings has been dedicated to house the art collection donated by Professor Grigsby.

Mission

The mission of the Carver Museum is to promote appreciation and respect for African-Americans and their cultural heritage, with an emphasis on African American culture in the local-Phoenix and Arizona areas, southwest and worldwide community.

Carver continued on the next page -->>>



Carver Library

Carver Continued from page 12

The mission will be fulfilled by cooperatively working with other cultural groups and organizations for the purpose of sustaining our culture through developing and preserving outstanding collections. Included in these collections are music and books that reflect the heritage of the African American. The mission will also be addressed through creating appropriate exhibits, publications, educational programs and activities that service both the African-American community and the general public. These are laudable and aggressive goals that will take a considerable effort to achieve. However, the dedicated staff appears on the verge of making it happen.

Funding

According to Princess, the annual operational budget for this 501c3 organization is approximately \$80,000. These funds are generated through leases (two of the on-site warehouses are currently leased to small businesses), room rentals for meetings, tv promos and various types of events including banquets. The center works with schools (K-12) and other museums to generate guided tours. Naturally the Center also seeks to encourage the public to contribute through donations and memberships. There is also a gift shop. These funds support most of the Center's programs and exhibits. Other funds such as grants are raised for specific programs. Recently the Museum was awarded 2.1 million dollars in bond funds from the City of Phoenix for renovations.

Renovations

Working in cooperating with the City through the Orcutt/Winslow Partnership, the renovation plan is extensive. It includes installation of a new electrical entrance service unit, plumbing repairs, renovating the galleries, gym-auditorium and upgrading the HVAC (Heating, Ventilation, Air Conditioning) system. To meet the requirements of the ADA (Americans with Disabilities Act) an elevator is being installed. The outside of the school will also be renovated, but only to restore the historic appearance.

Though generous, the bond funds are not enough to complete the project. Additional funds are still necessary to refurbish the Stadium Building, restore the athletic field, and to renovate the existing classrooms.

Exhibits

The Carver Center does a lot with the resources available. Exhibits include:

Our history in cotton: Traces the history of African Americans and cotton.

Pioneer Families & Early Black Community

Carver continued on page 18

The Job Search Pt. 4

Special guest lecturer: Ella Dawson



Ella Dawson is the Business Department Chair and instructor of Everest College, (formerly Rhodes College), in Phoenix, Arizona. She is the senior staff member, with fourteen years, at the college and is currently responsible for three program areas of Accounting, Business Administration, and Office Management and Technology. Each program offers an Associate of Applied Science Degree. She has also worked in the position of Area Director with the Arizona Cactus-Pine Girl Scout Council, in Phoenix, and was the first Black female supervisor at Brown & Williamson Tobacco Corporation, in Petersburg, Virginia. Her undergraduate and graduate studies were completed at Virginia State University. For related questions and answers, forward them by e-mail to:

mandedawson
@qwest.net.

Let us begin Part IV of the job search with this additional "treasure trove" of information. Our overall objective is to ensure that we work with a systematic approach to the job search process. Keep in mind that you do not have to use everything that is mentioned in my articles. If you pick and choose, combine and include some of what has been written, you can find success. The inexperienced job searchers are my targets. So, let us now tackle the techniques and/or methods of how we can utilize and work with the importance of job leads/networking. These two terms will be used synonymously.

A network is a group of cooperating individuals to achieve an end result. Networking leads to job leads; job leads come from networking. As we are discussing career goals and opportunities, the end result of networking is achieving a career goal or opportunity.

There is a need in your job searching effort to have a support system in place. The support system will be the group of people in your circle who can assist, advise, motivate, and encourage you in your efforts. Surprisingly enough, they can be members of your family, school, work, social settings, church, association or club meetings, conferences, workshops, seminars, past employees, instructors, vendors, grocery store frequented, etc. They are the everyday people that you meet on a regular and sometimes irregular basis. Those individuals who are willing to provide motivational support during your job search are the individuals you must target, and are your networking links to job leads.

Often times, many people are pleased to help you in the role of support. We need to focus on those who will motivate, encourage you to take extra steps or go the extra mile, help you in developing your communications (especially in English and writing skills), share in their experiences, and allow you to use your networking links as a "sounding-board" during the interview practice sessions we will be getting into a little later in our segments.

Networking is the number one source of job leads. The old adage, "It's not what you know, but who you know that matters!" still holds true even in the 21st century. Networking is actively seeking assistance in finding job leads from everyone you know. The majority of job opportunities come from word-of-mouth. An employer is more apt to interview a candidate recommended by its' own employee, especially if that employee is reputable. Check out your resources on the internet regarding the term "networking." You will see an abundance of information on the strategy, methods, and techniques applied to this theory. Some steps to effectively make networking work for you are:

- a. Call on the people you know first. Try to get a name or two from them if they cannot help.
- b. Have a resume ready to leave with your contact and discuss your goals with them along with your qualifications.
- c. Use your time and their time wisely, especially if you are meeting with individuals on their job.
- d. Contact other referrals and be prepared with part b of these steps.
- e. Follow-up! Follow-up! Follow-up!! Don't leave things half-completed or undone.
- f. Be persistent and persevere. Nothing gets done until you do it.
- g. Write thank you notes to those individuals you were able to get in to see and speak with. This will help to keep you fresh in their memory.
- h. Maintain contact with your resources/referrals. Should something develop or you get a job, your referrals will want to know so that they can go on to the next person who needs support or use their time for other things.
- i. Always project a positive image, attitude and enthusiastic behavior.

Successful networking will require that you have as many contacts as possible to hear about your goals and qualifications. Methods of contacting people in your network should include by phone, e-mail, or by letter. Dropping by to see a contact is not always the best method because often times, individuals are busy and scheduled with other matters. I know, because I have had to turn people away because they have come in unexpectedly, and I was tied up with students, instructors, or other staff members in my office. But, I would have them leave their business card, or a message and get back with the visitor later.

Dawson continued on page 18

Chair of Math, Science and Engineering Division at South Mountain Community College in Phoenix Arizona, Dr. Wilma Patterson, holds a Bachelor of Science in Biology, a Master of Science in Zoology from Arizona State University, and a Doctor of Education from Nova University. She is married to Arizona Superior Court Judge Cecil Patterson and is the mother of two adult children Angela and Maurice. She is a member of Southminster Presbyterian Church and Delta Sigma Theta Sorority. The following are Dr. Patterson's tips on success:

1. Never give up when high expectations are emphasized.
2. Surround your self with individuals who are positive, progressive and nurturing.
3. Have a well developed and solid plan of action.
4. Be a good listener and solicit input from those impacted by your decisions.
5. Separate the unimportant from the important.
6. Be unafraid of erring and believe that you can always mend it.
7. Believe in yourself and love who you are.
8. Enjoy your life and have a passion for leadership and teaching.
9. Nurture your mental, psychological and spiritual well being.
10. Try to learn something everyday.
11. Try to make a difference in the lives of others.
12. Do not be discouraged by failure. Consider it an opportunity discover alternatives.
13. Be organized, competent, punctual and prepared.



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The Honorable Leah Landrum Taylor

is an elected representative from District 16 of the State of Arizona. A member of the house since 1999 she serves as the Democratic whip as well as on the Environmental and Ways and Means committees. Beyond the legislator, she is V.P. of the Landrum Foundation, a non profit organization focusing on educating youth. She is also an adjunct faculty member at Phoenix College.

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To paraphrase a famous line, the upcoming Legislative Session could be the best of times and the worst of times. Despite the extraordinary budget crisis facing our state with a looming budget deficit of more than \$1 billion, this is time of great opportunity to become change agents for the 21st Century. Faced with a crisis, we have the chance to make some fundamental changes in the way the state deals with human services and put some teeth into Arizona's little known Strategic Area Program Reviews (SPAR) process.

Now, faced with a serious fiscal crisis, we can hope there's enough commitment and diligent application to look at alternatives that might turn this crisis into opportunity. The key to this change is the revolutionary process that states such as Maryland are undertaking under the general heading of "results based decision making." I suggest that something basic to the operation of a just and efficient state has to be tried before the entire system grinds to a complete halt. The time has come to make some changes in the way the state deals with human services and put some teeth into Arizona's little known Strategic Area Program Reviews (SPAR) process.

With SPAR we have the basic mechanism in place for badly needed government reform; but reform needs political will that is frequently absent during the good economic times. It also needs commitment and diligent application to turn it into the revolutionary process that states such as Maryland are undertaking under the general heading of "results based decision making."

Maryland's legislature has been implementing the results-based process since the mid-1990s, and while a performance review approach also has been in place in Arizona since the mid 1990s as well, the formal interdepartmental SPAR program didn't begin until 1999. SPAR is a very different way of setting priorities and ensuring that our resources are being allocated humanely and efficiently. Basically, both SPAR and the Maryland programs focus government services on the ends instead of the means and ask that the worth of the program be judged by results for the people being served by the programs.

The Maryland program gives us a good guideline on how this kind of results-based process can work. It is outlined in the current issue of State Legislatures magazine that makes clear that government too often allows goals to "become blurred by the emphasis on discrete programs and the limitations of rigid legislative structures and processes that deal separately with individual issues and government agencies."

The key part of that statement is the recognition of the inherent problems in the typical government separation of agencies and issues, and the critical overhaul of the "discrete programs" needed to unclog every level of state and local government.

Although the intent of SPAR here in Arizona was to cut through these structural roadblocks, we have made little progress because our budget-based decision making fragments government rather than unifies efforts for common good. In Arizona, as in many other states, the Legislature creates budget units within agencies or departments to perform specific tasks, then allocates funding based on the task and operational growth. There are three negative results of this budgetary building block approach to government:

- First, when the state has lean budget times the very human services that are in greater demand during tough times end up with less money;
- Second, it forces the agencies to turn away from human benefit goals and toward number crunching to assess program value, generating reports not on end performance but on work undertaken to meet the criteria set by the Legislature; and
- Third, it fragments government into smaller and smaller program-bound units instead of capitalizing on the economy of scale and focus, which are government's great strengths.

The end result of this system is that it blurs the overall goal of building the kinds of bridges that help folks through difficult times and toward self-sufficiency and ends up wasting time, talent and resources. And it still falls short of meeting the needs of many Arizonans.

Landrum Taylor, Continued on the next page

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Landrum Taylor continued from page 16

The Maryland experiment is attractive because it mandates an interagency process that focuses on overall social goals instead of individual agencies, departments or programs. The task then becomes one of setting priorities based not on the money allocated or the existing agency structure, but on the results we, as a society, expect for the people that government serves.

This process could be used for education, environmental protection, public safety, or any other critical issue. Here in Arizona it has been applied to only three areas by the Joint Legislative Budget Committee in its 1999 report: Arizona Ports of Entry, Domestic Violence and University Extended Education. However, despite the thorough efforts by the Joint Legislative Budget Committee (JLBC) and involved legislators, the SPAR process has yet to produce any quantifiable progress because of the lack of understanding of how important the process could be to reforming government.

There is no question this is a difficult, time consuming process. First, my colleagues and I have to come together to agree on some basic social priorities. That kind of agreement requires that some legislators set aside their ideology long enough to work cooperatively. For the SPAR results-based process to work, the Arizona House Republicans would have to back away from the starve-the-beast approach to government that insists the only good government is less government. Democrats would have to forsake the idea that the best government is a constantly expanding services delivery system.

For example, one of those joint priorities might be a commitment by the state that every senior has full prescription drug coverage. That doesn't mean every senior as long as we have the money, or as long as they qualify under means testing, it would mean a social compact, an agreement that every senior has full and complete drug coverage. Period.

Then we would have identify all the funding that goes into programs in all agencies that will affect that goal, and then we would have to develop a cooperative approach with the executive branch that oversees the state agencies to implement the process and to redirect both the agency activities and the funding to that specific goal.

It wouldn't be easy, and it wouldn't be fast, but it would work. We can set priorities and we can do it within the resources we have. All it takes is the will and a careful attention to a bold experiment in governance that is taking place on the other side of the continent.

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Dawson continued from page 14

Whatever you do, do not let your networking methods die-out. Keep them alive by staying in touch with those individuals who have been your support system. Build up on your skills, especially if you are shy. Put yourself in situations whereby you will have the opportunity to meet people and can establish rapport comfortably. The secret to this process is to understand how it works and what steps you have to take to use networking effectively.

The bottom line is that networking is a viable process in the job search effort. We must use the resources available to us and around us to help toward the career goals we are seeking. The other avenue is to seriously think about going to college or back to college. The networking system that you will develop there can be excellent job leads. The current and updated techniques that you will encounter from this resource of higher learning, will be an additional resource that can be used toward your career goals. Good luck and let me hear how you are progressing.

Carver continued from page 13

Exhibits continued

Arizona Schools Separate But Not Equal: Arizona Schools named after African Americans.

The Carver School Experience

The World of Charles Harrison Product Designer: Well known products designed by this Carver alumni including the view master.

1950'S Replica of a Students Room.

The Leadership Room: This room focuses on the pivotal role Black political and community leaders played in Arizona.

Carver Cafe/Music: A replica of a 1950's Cafe'. Activities include a recurring Sunday jazz series.

Library: The library houses a growing collection of African American literature some one of a kind.

Sculpture garden: The sculpture garden deserves some special attention for it is the interim home of the "That Which Might Have Been, Birmingham 1963" sculptures (cover). Created by the renowned Arizona artist John H. Waddell, the four life sized, bronze statues are a memorial to the four girls murdered in the infamous Birmingham church bombing.

These are the second casting commissioned by the Unitarian Church in Scottsdale where the originals are housed. To quote the artist; *"The sculpture is a memorial to Addie Mae, Denise, Carol and Cynthia but does not represent them. However it reminds the onlooker that these innocent children would have grown to adulthood in all the genetic richness of individual uniqueness. A uniqueness that when allowed to flower, makes for the best of worlds."*

Marketing

The Good Book suggests though shalt not hide thy talent under a rock and this the Carver center does not do. It actively markets its activities though email, word of mouth, flyers and news releases. A web site is under development. The Museum is also a member of the Central Arizona Museum Association (CAMA) which links it to institutions across the State and nationally.

Capacity Building

Princess sees her role as stabilizing the organization and diversifying the funding base so that she can one day, "pass on the baton." She sees Carver as "A gathering place." A place that celebrates the glory and nature of African American culture. A place for African Americans and for all cultures to gather and learn. As it evolves it will become a place for all.

Her vision includes capacity building with the corporate world as well. "Companies can be a part of our growth. They can make their legacy part of our legacy. We can help them reach and understand a broader section of this increasingly diverse work force."

The George Washington Carver Museum and Cultural Center can be reached by phone at **602-254-7516** or by Email: **gwcarvermuseum_Phx@hotmail.com**. The current **"Eclectic Works of Carver Museum, an assortment of eclectic articles donated to the Museum and Cultural Center since its inception since 1996"**, will run October 31 through December 31, 2002.

**How did you hear about us?
Email us and let us know
Editor@TheEbonyCactus.com**

TNT continued from page 9

Location: Because my business is located on the Internet, location is not an issue. I can be reach from virtually anywhere. As far as promotion is concerned, I have promoted Greek Boutique in Chicago, Orlando, San Diego and here in Phoenix.

Inventory: Many of my clients are professionals. Therefore, desk accessories are in high demand.

Clientele: My primary clients are those women who belong to my sorority, Alpha Kappa Alpha. Other clients include professionals, business people and high-end executives.

Networking: I attend conferences both regionally and nationally. This enables me to see what the market elsewhere is like. Attending conferences has been my primary mode of exposure. The website is my secondary mode of exposure. I'd like the website to gain in importance.

Distribution: I distribute merchandise to customers by attending conferences, giving shows and by heavily pushing the website.

Market: My goal is to be a full service, online Greek Boutique that services the Divine Nine. ("The Divine Nine" are the nine largest Black Greek fraternities and sororities including ΚΑΨ, ΩΨΦ, ΑΦΑ, ΙΦΘ, ΦΒΣ, ΔΣΘ, ΑΚΑ, ΣΓΡ and ΖΦΒ).

Alabaster Box continued from page 9

Location: We didn't choose the location it really chose us. This location is great. Its on a high traffic route, it allows us to serve the low income because we are a resale shop yet, we can offer something different to those business women who commute via this route.

Inventory: We generally have more clothing for women on hand than for men. Unlike other resale shops, we don't inventory a lot of vintage clothing. The demand just isn't there. We adjust our inventories as needed by making purchases, for example, through estate sales.

Market: Our market consists mainly of women who frequent various area churches and those who wear plus - size clothing. Because of our own backgrounds we're sensitive to the needs of our market. In business, having some sensitivity to one's market is important.



Why Advertise in The Ebony Cactus

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!

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