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Greetings

Welcome to The Ebony Cactus magazine
for October 6, 2003.

In that many of you are new readers,
we thought we would provide
a few hints on the best way to use the magazine.

Hint #1. DOWNLOAD FIRST THEN READ

If it is possible to download the magazine
onto your computer's desktop

DO SO!

Then reopen using Adobe Acrobat.

You will find this makes the magazine far easier
to read and all of the hyperlinks work.

Also, since the magazine is now on your desktop,
you don't have to go back to the web to read it and
you can now send it to a friend if you like

Hint #2 AFTER YOU DOWNLOAD AND REOPEN, THE HYPERLINKS WORK

If your system is configured properly and the Internet is on,
clicking on a hyper (web) link will send you by way of your default browser
to that page. Give it a try by clicking [here](#)----->*

Hint #3 USE THE JUMP BUTTONS TO NAVIGATE

The purpose of the Jump Buttons is to
make it easier for you to navigate around the document.

For example, whenever you see the word "INDEX" by itself, click on it and it will
jump you back to the index. Also, the index lines will jump you directly to the
article etc.

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Excellent!!!
You are now ready to enjoy
this issue of
The Ebony Cactus magazine.
[Click here to jump to cover page.](#)

[Click here to jump to the index](#)

THE EBONY CACTUS magazine

Vol 2. No. 18

October 6, 2003

The Southwest's online magazine
of Business from a New Perspective

Inside:

Human Resources

Staffing and Training

- Triad West, Inc.
- All About People
- Creative Human Resource Concepts, LLC

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Human Resources:

Staffing and Training

Welcome to our first Human Resource issue. With so many areas to cover we thought it best to start at the beginning - Staffing and Training. Enjoy.

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Cover:

CEO Sherri Mitchell and COO Charles Mitchell of All About People

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CONTRIBUTING WRITERS

Candace Hughes Page 22



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Moving Up - New Hires and Promotions



AIDS Project Arizona Selects New Executive Director

Nova Lawson has recently been appointed AIDS Project Arizona first female executive director, replacing and promoting interim director Michael Ruble.

"Nova brings a passion, a wealth of experience and foresight that will be invaluable as we implement our strategic planning goals and continue to make APAZ a front runner in HIV/AIDS services," notes Board Chair Arcelious Stephens.

Lawson's extensive experience working with diverse populations helped effect change at all levels of Canadian government, including working with the Senate of Canada's Standing Committee on Aboriginal Youth and developing national and provincial strategies to ensure broader inclusion at policy setting levels.

"(AIDS Project) has the right people, strategies and programs in place to fulfill its mission as it prepares for growth," says Lawson. "Until – and even after – there's a cure for HIV/AIDS, we will remain committed to helping those who need our help most."

Nova is of Cree and Irish ancestry, and has served as Coordinator of Aboriginal Initiatives and Managing Secretariat at Lakehead University in Thunder Bay, Canada. She led as Chair of the Ontario Early Years Challenge Fund Aboriginal Stream, (a \$30 million dollar initiative supporting children's programming), and served as a member of the Ontario Women's Health Council and Vice President of the Thunder Bay Aboriginal Head Start Program and was a director of the Thunder Bay United Way. In 2002, and was recognized by the Northern Ontario Business Association with the Influential Women Award.

Nova also holds an advanced graduate degree in management from Athabasca University in Alberta, Canada, where she is completing a Master's of Business Administration degree. **TEC**

Moving on Up

To submit announcements contact us at publisher@TheEbonyCactus.com
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TEC Special Announcement

WEST COAST BLACK PUBLISHERS ASSOCIATION
ANNOUNCING THE
WCBPA 20TH ANNUAL BUSINESS LEADERSHIP CONFERENCE
"A NEW GENERATION OF LEADERS...A NEW GENERATION OF READERS"
OCTOBER 8-11, 2003
POINTE HILTON TAPATIO CLIFFS RESORT, PHOENIX, AZ

FOR CONFERENCE INFORMATION

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PUBLISHER, ARIZONA INFORMANT
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CONFERENCE COORDINATOR
ALESCIA BUFORD
BUFORD PUBLIC RELATIONS
818.995.6545

Arizona Informant, Compton Bulletin, Las Vegas Sentinel Voice, Northwest Dispatch, Pasadena Journal, Portland Observer, California Advocate, Riverside Black Voice, Seattle Medium, Tri-County Sentry, Precinct Reporter, Bakersfield New, Herald Dispatch, Herald Dispatch, Oakland Post, The Facts, The Observer Newspaper, Reporter Communications, San Diego Voice and Viewpoint

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Entrepreneurs: Learn how to be the ultimate sales person, boost your profits, increase your confidence and productivity, lessen conflict, access freedom, and save \$650 in the process.

The Empowered Entrepreneur Workshop, October 24th, 25th, and 26th, in Phoenix and unique 60-day follow up program is a \$950 value for the introductory price of \$300 for general registration. \$275 for members of the Greater Phoenix Black Chamber of Commerce, National Association of Minority Contractors, and Grand Canyon Minority Supplier Development Council. And, we will donate \$25 to the organization.



This workshop and program will give you the tools, skills, and attitudes for business breakthroughs. Corporate leaders will also find this valuable.

For more Information, contact Bob at Triad West, Inc. 480-563-5585, Fax: 480-563-5586, competitve_solutions@triadwest.com, 9616 East Southwind Lane, Scottsdale, AZ 85262. Register online at: www.triadwest.com/TEE.html. Join us: "Behind every success is a network of support."



Joel Martin, Ph.D.
Triad West President,
Author
and Speaker

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Part II October 20th, 2003, 1:00-3:00 p.m.
Phoenix Airport Marriott
1101 N. 44Th Street

Part III November 4, 2003, 1:00-3:00 p.m.
Sky Harbor, Terminal 3 Boardroom

Potential retailers and disadvantaged business enterprise (DBE) companies are encouraged to attend, learn about the project and network with one another. Staff will discuss the retail opportunities at Terminal 4, the request for proposal process and the project schedule. No food and beverage concession opportunities are available at this time.

To RSVP or for more information
please call 602-683-2623 or email tracee.hall@phoenix.gov



Angienuity

Good Faith Practices in Human Resource- Small Business 101

by Angela Miller-Brooks

He who does not shave you, does not cut you - Somalian Epigram

Today friends and I were discussing business and how we each desired our's to perform going forward. Right away I noticed some of us had bitten the HR bullet by hiring employees. This is quite a feat for a small business since it means keeping accurate and up to date information such as tax records, safety and health records, sick days and equal employment documentation. All of the previously mention items and countless others are sure fire must handles when operating a business. Although, one item sticks out as an extreme priority to me- Equal Employment Policies and The Employee Handbook.

Small business tend to carry on in a certain manner, unthreatened of lawsuit or being marked in a state labor investigation both of which can take up a considerable amount of time away from business. Large, nationally recognized companies are implicated, sometimes indicted and oftentimes requested to pay large sums of restitution for improperly handling harassment or other employment issues ranging from the frivolous to the ultra serious. Don't be fooled. If they can be called on improper behavior so you.

No business is free of being involved in any type of labor relation or employee harassment case. One way to avoid having your state labor officials from pounding on your doors is by developing, adhering to, revising and keeping accurate employee documentation on any mention of improper employee or supervisor behavior. An employee handbook is imperative. One that clearly states your position on specific areas, (especially written anti-discrimination policies that cover all the characteristics that are protected by state and federal law) time frames for follow- up or internal investigation and the processes to be taken in case of further action is a very important part of business and should be included in your business plan.

Becoming a great employer takes time. Today, small companies have just as much to offer and loose, relatively speaking, as larger ones. Be smart. For your future, think ahead Begin today by developing or revamping your company's employee handbook. Deal with difficult issues now or we'll see you in court tomorrow. Simply saying " I'm sorry" doesn't cut the mustard these days. Dream Big! **TEC**

Living in America African-Americans Matter!!!!

by George B. Brooks, Jr. Ph.D

Are African-Americans once again being relegated to the status of being inconsequential or unworthy? Un-important in the grand theme of things to some, and taken for granted like an old piece of furniture by others. Neither situation is healthy.

Let me give you several examples: Last year, Arizona went through redistricting. Over and over again at the public hearings, powerful representatives of minority interests rose to speak, but the term Black or African-American was never mentioned except by the president of the NAACP who rose to defend the rights of all minorities for "people come in all colors." The others rose mostly to support their own as if the term "minority" referred to their group, alone.

Last month Dr. Rufus Glasper an African-American, was appointed as Chancellor of Maricopa County Community Colleges by a unanimous vote of the Board. His hiring however, was opposed by a coalition of groups who rejected the selection process as a "farce" that was adverse to the their interests "because of a lack of equal opportunity." (see www.azcentral.com/news/education/0924chancellor24.html) for full story.

Today on C-SPAN I watched GOP strategist Ralph Reed speak to a group of Republican women. He boasted of closing the gender gap. He boasted of increasing the Hispanic vote. The term African-American or Black was never mentioned.

There is something wrong here. Are the successes of the African-American Community the result of the "liberal media" or "renegade boards" seeking to promote Blacks? Have African-Americans treated the other minorities so poorly as to engender their wrath? Have the Republicans given up on African-Americans once again? Does the fact that Blacks are no longer the largest minority group erase 400 years of accomplishments and billions of dollars of established buying power? Do these same demographics suggest that Blacks have lost the right to represent all Americans, let alone other minorities, in seats of authority? These are all questions worthy of debate. However, if the collective answer is as I suspect, a resounding NO, then the future indeed bodes ill for us all. Enough for now, on with the show. **TEC**



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TECNews

AFRICAN-AMERICAN CHILDREN CONTINUE TO WAIT FOR MENTORS

News



Big Brothers Big Sisters
of Central Arizona

Big Brothers Big Sisters of Central Arizona (BBBSAZ) is faced with the challenge of matching the growing number of African-American children in the Valley. Although the non-profit agency has served over five hundred ninety-three African-American clients within the past year, more than eight hundred children are still waiting to be match with a Big Brother or a Big Sister.

Big Brother Nolan has been matched with Little Brother Tyrone since August 2001. "When we first met, Tyrone was very shy. Over time I have seen him come out of his shell. His teacher has told me several times that he has improved his performance in class since we've been matched" said Nolan.

The pair enjoy spending time together by going to the movies, hanging out at local amusement parks and going over Tyrone's homework. When Tyrone's family is unable to attend his sporting events, Nolan is sure to be a part of the crowd to support his Little Brother.

Matches like Nolan and Tyrone are needed to help the future of our communities. Volunteers meet with their "Littles" two to four times per month, for at least six months. Children ages 6-15 are matched with caring volunteers in a number of ways. Based on lifestyle and interests, a volunteer can participate as a Community Based Match, Site Based Match, Sports Buddy Match, or Couple or Family Match.

Big Brothers Big Sisters of Central Arizona exists to inspire, influence and encourage children to become confident, competent and caring individuals by matching them with volunteers who believe in them. For more information about becoming a Big Brother or Big Sister, please contact: Jennifer Stevens' Direct Phone: 602-393-4133. E-mail: jstevens@bbbsaz.org

BBBSAZ at 602-264-BIGS or visit their website at www.bbbsaz.org.

ASSOCIATION OF AFRICAN-AMERICAN PROFESSIONALS HOSTS CONFERENCE

Los Angeles, CA - The Association of African-American Professionals (AAAP) announced that on October 17th and 18th it will bring together professionals to discuss community needs and conduct professional development workshops.

Using a platform of education, media, arts and culture, health, and other important issues, AAAP will provide an overview of the latest trends in public policy and how they affect communities of color. This event will be held at the Davidson Conference Center at 3415 S. Figueroa in Los Angeles, California.

"Our conference is the first of its kind where we re-invite together professionals across disciplines to help us survey assets and provide information on what public policy issues are affecting our communities," says Mia Barber, Executive Director. "AAAP is not content in meeting, just among ourselves as professionals, we feel it's our obligation to share the insiders view with the community at large," Barber said.

On October 17th, the group workshops will be held under the caption--California, African-Americans and Public Policy: New Directions and at the USC Davidson Conference Center in Los Angeles. AAAP will host workshops on K-12 and Higher Education, Health, Media, Arts and Culture and other important issues. The group will also sponsor a career panel for college students from area colleges and universities on Friday, Oct 17th.

At 2:00 pm, AAAP is sponsoring a free Community Conversation on Health with representatives from local, state and federal government. We are glad to use our supporters in a way that pro. National, state and local lawmakers have also been invited to discuss public policy issues affecting African-Americans. The Community Conversation is free for seniors. Please call (323) 417-5034 for a reservation. On Oct 18th, AAAP will sponsor a series of events called Life@30+ where the group will provide info for participants to learn financial, professional development, and personal development matters in a forum that will highlight needs for professionals.

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7th Annual East Valley NAACP Freedom Fund Dinner

The Phoenix Metropolitan Area covers thousands of square miles and millions of people call it home. People of Color are no longer confined to a few small enclaves in this growing metropolis. Yet 40, years of progress has not been enough to create the "color blind society" that some would like to pretend exists. A protector or rights and advocate for change is still necessary for headway to be made. Responsible for Ahwatukee, Apache Junction, Chandler, Gilbert Mesa, Scottsdale, Tempe and Queen Creek Arizona, is the East Valley Branch of the National Association for the Advancement of Colored People.

Friday, October 3, 2003 the EV-NAACP celebrated its achievements at their Seventh Annual Freedom Fund Banquet. Staged at the Chaparral Suites Hotel in Scottsdale Arizona, Greater Phoenix Black Chamber of Commerce President Cody Williams served as the MC for the evening and Mary Manross the Mayor of Scottsdale as Honorary event Chairperson.

Program Summary:

Introduction of MC

Mr. Reginald Cooke, Esq:Planning Committee Chair

Master of Ceremony

Mr. Cody Williams President CEO Greater Phx. Black Chamber of Commerce

Invocation

Rev. David L. Wade, Pastor Mt. Calvary Baptist Church Mesa

Lift Every Voice and Sing

LaShawn Powell, 2003 ACT-SO Contestant

Welcome

Mr. Reginald Cooke, Esq:Planning Committee Chair

Reflections of the Civil Rights Struggle in Arizona

Rev. James Toppin, Past Resident EV-NAACP

Commissioner Jeff Hatcher-Miller

Introduction of Keynote Speaker

Terrea Arnwine, Esq., Member Planning Committee

Keynote

Hannibal George Williams II Kemerer, Esq. Assistant General Council National NAACP

Awards Presentation

Laverne DaCosta President EV NAACP

Keynote Speaker Hannibal G. Williams II Kemerer, Assistant General Counsel at the National NAACP headquarters, roused the more than 150 people present to a new sense of awareness with a focus on the "new racism" that is now prevalent in the United States. A racism that hides behind civility, persuasive code words and Black faces.

No evening is complete without the recognition of those who have lead the fight. Recognitions presented by Chapter President Laverne DaCosta included the Roy Wilkins Public Servant Award to Don Logan the Director of the Scottsdale Office of Diversity and Dialogue and the Humanitarian Award to Pat Gilbert, Esq.

For more information on the EV-NAACP, please contact Laverne DaCosta at:

P.O. Box 5024

Mesa, Arizona 85211-5024

Telephone: (602) 230-5394 * Fax (480) 832-2762

E-MAIL: newevnaacp@yahoo.com



President Laverne DaCosta and Honorary Chair, Scottsdale Mayor Mary Manross



Don Logan recipient of the Roy Wilkins Public Servant Award

East Valley NAACP

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BizNet Calendar

Arizona

October 9

Greater Phoenix Black Chamber of Commerce, Breakfast Networking Forum Phoenix-
Contact: The Greater Phoenix Black Chamber of Commerce for more information at: 602-307-5200,
www.PhoenixBlackChamber.com or info@phoenixblackchamber.com

October 17

BBOD Project Presents Year 2003 Members at Gala Event The Black Board of Directors Project is an 20-year old advanced leadership organization that works to Build a Great Tomorrow - Today. Reservations for the affair can be obtained by calling John B. O'Donnell at 602-234-1255.

October 20

National Association of Minority Contractors in association with the United States Environmental Protection Agency presents: "Construction Related Business Capacity Building Program Sessions," EPA-Regional Business Opportunity Conference. 9:00 am-2:00pm, 200 W. Washington, Assembly Rooms A-B, Phoenix City Hall. Space Limited register by Oct 15th, 2003. Lunch Provided. Contact Richard Bowles at 602-495-9800/ Email PTCNAMCAZ@aol.com. Co-Sponsored by The Ebony Cactus magazine. See advertisement on page26.

October 24

Dr. Joel P. Martin Presents: The Empowered Entrepreneur Workshop Phoenix-October 24, 25, 26. This 3 day workshop is to be held at the Phoenix Crowne Plaza Hotel North Metrocenter. The address is 2532 W. Peoria Avenue, Phoenix, Az., 85029. The cost to attend is \$300.00. Discounts for participating organizations. To reserve a space or for more details call: 602-943-2341 or visit www.triadwest.com.

October 25

Hispanic Women's Corporation 16th Annual Hispanic Women's Conference. Phoenix-October 25 - 26. Exhibitors, Sessions and More - Honorary Chair, Governor Janet Napolitano. This event will be held at the Phoenix Civic Plaza. For more information visit www.hispanicwomen.org.

October 30

Ambassador, Presidential Candidate and Seasoned Statesman, Alan Keyes, to Speak to the Phoenix Forum. Registration starts at 11:30 a.m. and the luncheon begins at noon at the Arizona Biltmore Resort. To register, call the Greater Phoenix Chamber at (602) 495-2182 or visit www.phoenixchamber.com and click on "events calendar." Individual seats are \$60; tables of ten are discounted at \$550.

November 1

PHOENIX Business Journal Present: Business-to-Business Trade Show. Sheraton Crescent Hotel. The hotel is located at: 2620 W. Dunlap Avenue in Phoenix. Time, 8:00 am to 2:30 pm. The Keynote speaker: Wayne F. Stitzer. Mr. Stitzer is Senior Vice President - Financial Consultant with RBC Dain Rauscher and 620 KTAR Newsradio Talk Show Personality/Host on "Financial Impacts in Business."

**Some fees may be associated with Phoenix Chamber of Commerce events, workshops, etc.; Please call (602) 495-2195 OR visit http://www.phoenixchamber.com/out_Events.cfm for more information.*

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Continued on the next page

Continued from previous page

California

October

Southern California Minority Business Development Council. Save the date: October 9th, OCPC Monthly Business Exchange in Orange County; October 15th, OCPC Feedback Forum in Orange County; October 24 OCPC Advisory Board Meeting Grainger. Santa Ana, CA . For more information e-mail: info@scmbdc.org.

October 9

Southern California Minority Business Development Council (SCMBDC) Economic Development Corporate Leadership Award Dinner . The Beverly Hills Hotel Beverly Hills, CA. For more information contact: SCMBDC Headquarters, 515 S. Flower St. Ste. 1301 Los Angeles, CA 90071. Phone:213-689-6960 Fax:213-689-1707 E-Mail: info@scmbdc.com.

October 17

AABWV Prayer Breakfast & Business Networking Mixer San Diego - (Mission Valley). 7:00-9:30am. Quality Resort, 875 Hotel Circle South. The African-American Business Women of Vision (AABWV) invite the men & women of the community to join us at our Monthly Prayer Breakfast & Business Networking Meeting. Registration 6:30 am - 7:00 am; Prayer, Program, Networking & Expo 7-9:30am. \$20 if paid in advance; \$25 at door without reservations . Breakfast and vendor table \$40. Guest Speaker and Topic: TBA. For more information, contact: Dee Sanford at deesanford@aol.com or 619-263-6868.

October 17th and 18th

Association of African-American Professionals Conference. This event will be held at the Davidson Conference Center at 3415 S. Figueroa in Los Angeles, California. To register for the conference, please visit the AAAP website at www.aaprofessionals.org. You may also call (323) 417-5034 for more information.

Nevada

November

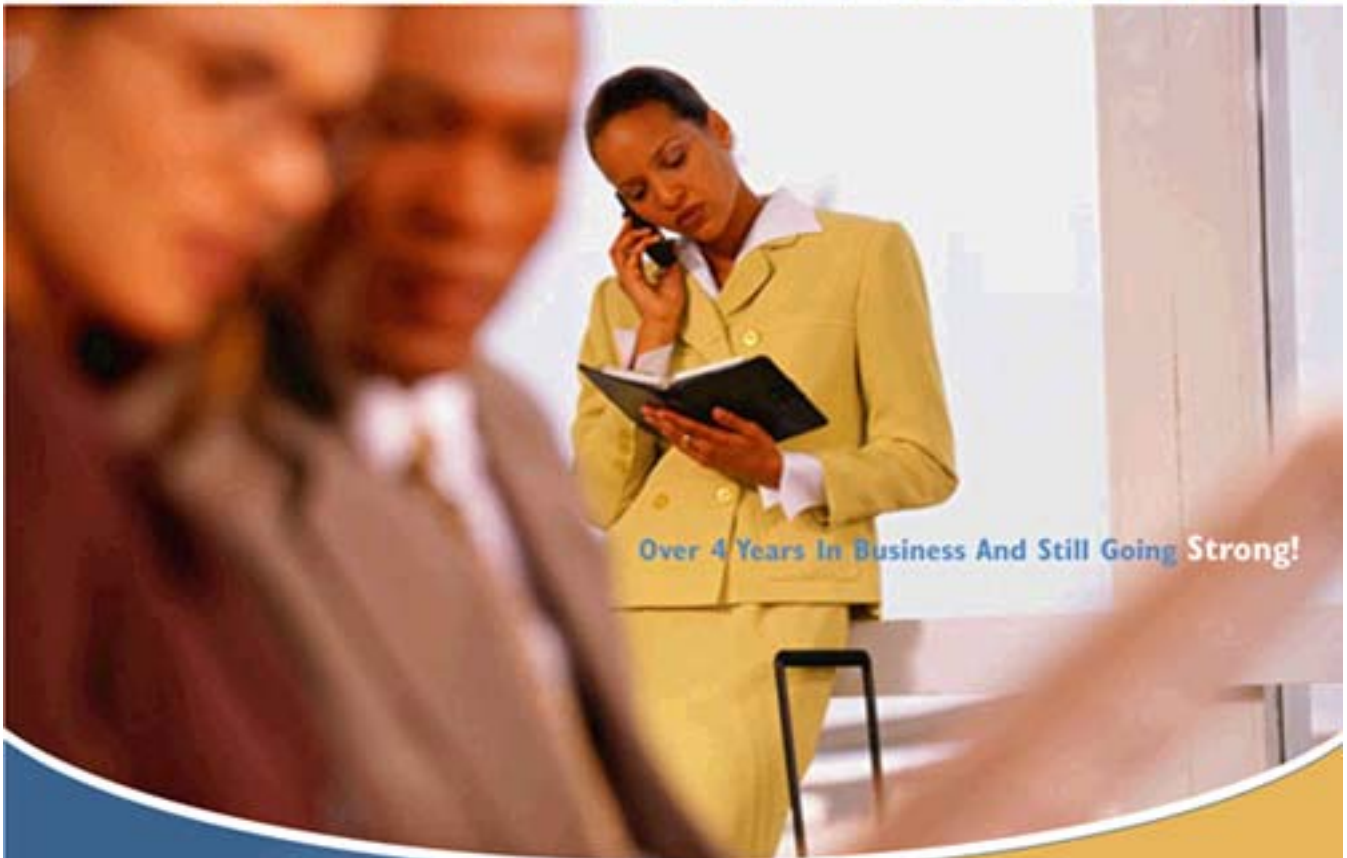
Professional Black Women's Alliance Las Vegas: The group meets on the second Saturday of every month at the West Las Vegas Library. Location: 951 W. Lake Mead. For more information contact: 702-631-0000.

November 1

Nevada Minority Purchasing Council Presents 9th Annual Minority Business Opportunity Day and Trade Fair. Las Vegas- November 1. Location: Stardust Resort and Casino. 3000 Las Vegas Blvd. South For more information call: 702-894-4477 or visit www.nmsdc.org.

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Connecting the Dots

Welcome to our first Human Resource issue. The subject of Human Resource is a vast one. In the workplace, it now covers everything from EEOC issues to diversity training and development. Unlike forty, thirty or even twenty years ago, HR managers had only 2 functions, hiring and firing. Everything else was left to the discernment of "The Boss". HR has in effect, "Come A Long Way Baby."

With so many areas to cover, we thought it best to start at the beginning: Staffing and Training. Staffing is the most critical part of employment for the proper mix of employees is required if production expectations are to be met. Exceptional training, especially at the onset of employment is so very necessary because it sets the tone for new hires, mainstays and senior level managers. Each company or organization has its very own and unique culture. Everyone doesn't fit in every culture. It's up to HR to weed out those who don't before havoc sweeps an organization like the biblical Egyptian famine.

The Human Resource role has expanded in many ways and is now recognized as an important part of the framework of major corporations. There are rules, certifications, policies, processes and procedures, etc. and other formalities that must be adhered to. HR makes sure that these formalities are being attended to which makes work life a lot easier for everyone. HR is often considered the back bone of a company.

Small businesses can no longer ignore the call. They too are responsible for keeping up with current HR policies and issues in the workplace as well as adhering to them. Therefore, in this issue, we profile three small businesses:

- Triad West, Inc.
- All About People
- Creative Human Resource Concepts, LLC

These businesses operate (and rightly so because of their searing competition) much like one of Forbes Top 100 America Corporations. They understand the value of embracing diversity awareness, optimum customer service and implementing sound HR processes. We hope you enjoy this focus issue. It was designed with the small business person in mind. Speaking of design, we are developing our 2004 editorial calendar. It would be a great help to us in learning what business, non-profit and professional information you'd like to read more about.

Next for your reading and research pleasure, here are some interesting and useful literature on Human Resources:

- Entrepreneur Magazine - Human Resources for Small Businesses
- The Strategic Human Resource Leader-How to Prepare ... for the Future
- The Human Resources Glossary- A Complete Desk Reference for HR
- The Human Capital Edge: 21 People Management Practices .
- Delivering Results- A New Mandate for Human Resource Professionals
- Business- The Ultimate Resource

HR Weblinks:

<http://www.ihrim.org/>

(The International Association for Human Resource)

<http://www.shrm.org/>

(The Society for Human Resource Management) **TEC**



Human Resources

Index



Phoenix Arizona

All About People

President and CEO:

Sherri Mitchell

COO and General Council:

Charles Mitchell

Type: Employment Agency

Location: Phoenix, Arizona

Address: 2141 East Camelback Road, Suite 250, 85016

Telephone: 602-955-1212

Fax: 602-955-6646

Website:

www.ALLABOUTPEOPLE.net

Year Established: 2002

Employees: 7

Type of Business: All About People is a Temporary/ Staffing Firm. Our company is a trusted partner in providing consistent staffing solutions in today's challenging business environment.

Description: In business just over a year, All About People is a unique firm. Our reputation for discovering and placing superior talent while providing unsurpassed

Our reputation for discovering and placing superior talent while providing unsurpassed client service that has made us a valued and dependable resource for businesses in an array of industries.

client service that has made us a valued and dependable resource for businesses in an array of industries. We can assist clients' needs no matter if the request is for a two- day receptionist or if they need our assistance with executive level searches. We operate (Lotus Systems) using the best in industry technology.

Background: Our company was developed to revolutionize the way staffing is performed. In the past and while in the employ of long standing, well known firms, the president of All About People worked at the executive level and felt that staffing could be done better. Recognizing opportunity, even in the onset of our most recent recession, Sherri and her husband Charles Mitchell (Chief Operating Officer and General Counsel) began to spearhead ways to improve this very important area of Human Resources. With business plan in hand and two partners (James ' BB Fortenet- CEO of the largest skycab service at Phoenix Sky Harbor Airport and Anfernee "Penny" Hardaway - NBA All Star and Phoenix Suns basketball player) the Mitchells set out to revolutionize the process of staffing as we know it today.

Breakthrough Opportunity: The moment I put pen to paper.

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Account Executive, Allison Bell

Clientele: Ours is not an industry specific organization. We service business staffing needs across the board from small businesses to the highly respected and recognized organizations such as University of Phoenix - Online, and Fennemore Craig. We even supply staffing needs for the government. All About People is in the business of matching the best with the best. Therefore, when clients need a national search done to yield the best out there, we're ready. As far as moving forward and doing business in other Southwestern states such as Nevada and Southern California, we've been asked to extend our reach (offices) but, we feel it best to develop a strong base here, before moving on.

Customer Service: We thrive on offering optimum customer service. As a society, we've grown to take mediocre customer service for what its worth. We live with it. All About People is not a mediocre company. We do the things other like organizations simply wouldn't have dreamed of doing. Optimum service is a part of our culture.

Location: We are centrally located and it works out quite well for our staffing candidates. They come from all across the valley and from other outlying areas. Using the freeway system, we can be reached in about thirty minutes from either direction within the Phoenix metro area.

Market Forecast: Obviously, this was a tough year for many individuals. But, we definitely see an upward trend in so far as more hiring and in many industries.

Execution of Services: The lead time to fill a position, somewhat depends on the client and the position. Positions such as a receptionist, we can fill fairly quickly. In some case we can fill a client's request in a couple of hours.

Quality: Our quality is in what clients know about us and what clients see in us. We want to build strong client relations. That means not only locating quality candidates for them, but once they've been found, go with them to the job site, introduce them to their new employe and make sure that the fit is a good one. This effort enables us to see the job site, environment and company culture. It allows us to understand in a much better way, who we should connect with that employer next time. We go the extra mile. It's important for us. It helps us to become the best.

Competitive Edge: We are relatively new, but seek to be a leader in our industry. All About People uses a wonderful networking process that is very critical in producing qualified individuals for a particular position.

Responsibility/ Impact: We've been extremely fortunate considering the past economic decline, we've been successful in placing the right people with the right organizations. We are not in the business of supplying warm bodies to fill a void in an office. It is our responsibility to make every effort to, more than sufficiently, prepare those who will represent us during their employ with one of our clients. Our clients will appreciate the effort, those in our staff pool will benefit from it and we will have positively impacted the local job force, which is the bottom line. **TEC**



Triad West, Inc. (TWI)

President and CEO:
Dr. Joel P. Martin
Type: (Human Resource)
Training, Speaking, Consulting and Coaching
Location:
Scottsdale, Arizona
Address: 9616 E. Southwind Lane, 85262
Telephone:
480-563-5585
Fax: 480-563-5586
Websites:
www.triadwest.com
Experience:
Over 20 years
Year Established: 1997
Employees: (20-200 varies) Professionals/ Independent Contractors

Description:

Triad West, a member of the Minority Supplier Development Council, consists of highly knowledgeable professionals from coast to coast and is an internationally recognized Human Resource company specializing in the areas of coaching, training, consulting and more.

Background: TWI was founded in 1997. The company was developed to provide solutions for meeting the challenges of leading and managing today's globally diverse workforces and communities. TWI is a culmination of over 20 years of experience in the area of marketing, event production and communication. TWI excels in custom designed programs that focus on enhancing people systems or the way people work individually and in teams through process learning.

Clientele: Triad West, Inc. has been fortunate to develop and present services to a myriad of organizations. They include: Universal Studios, Pfizer, National Urban League, Mayor's Office of Chicago; Department of Employment and Training, 3-M HIS, Essence Magazine, Clairol, Bayer, Anheuser-Busch, Inc., American Express Travel Related Services, Best Western International and more. While the company has provided services to some of the world's most prestigious businesses, it recognizes that small business and community organizations can benefit from its services as well.

Community Involvement: Dr. Joel Martin is a recognized leader in the area of PowerNetworking. Through PowerNetworking and along with Triad West, she has been able to reach deep within the many American communities, becoming involved with such organizations as: Grand Canyon Chapter of the American Red Cross, Council of Concerned Black Executives and UNCF.

Awards /Recognition:

Wharton Business School Fellow

Director of Training of the Fraser PowerNetworking Conferences

Recipient of the Keys to the City of Los Angeles

International Who's Who, 2002

National Alliance of Market Developers Entrepreneur of the Year.

Author- " How to be a Positively Powerful Person"

Features: The Today Show, Essence magazine, New York Times, Black Enterprise, Fortune and U.S. News and World Report

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Triad continued from the previous page

Customer Service: TWI offers top notch customer service and takes pride in its consistency with customer follow ups. To follow up means finding out not only how well we performed services, but it also allows us in learning how we can improve. According to Dr. Martin, "this sets the tone for the customer in knowing that we care about their business and want them to succeed. If they succeed, we do as well because we would have had a hand in their process."

Location: "Although Triad West is located in Scottsdale Arizona, the business renders services throughout the continental United States, United Kingdom, South Africa, Malaysia, Russia and more."

Work Force: "In many European countries, the culture is very driven by a strong work ethic. Here in America, it's important to build business relationships. As a reference, there was a study done on culture communication (High Context/ Low Context Cultures); the discovery was that some cultures are more relationship oriented such as African-American, Native-American, Indian, Asian and so on. Other cultures are more task oriented and more individualistic. Those would include people in and from Northern European countries."

Execution of Services: "Although we typically offer services to Fortune and Fortune type companies all over the world, our business is an advocate for small businesses and entrepreneurs. Small businesses can expect to receive the same type of caliber services from us as any Fortune company would expect to receive. TWI is an innovative company that's well equipped to present information as a company's needs become apparent. Some companies, because they have a plan in place or are the developmental stages of a program, may require extensive research, tools etc. Thus the lead time to present information will be a bit longer. Other companies (for example) may be in the middle of heated diversity issues and may be in need of service immediately. In that case, there is no time to waste and in that area we are sufficiently prepared to render services, counsel and our expertise upon notice."

Industry Change: "We are finding more and more that companies are increasingly developing performance evaluations with specific and expected goals in which to meet. It doesn't matter whether its diversity, sales, marketing, etc., one's performance evaluations are becoming more and more tied to one's salary. Companies want a return on their investment. They are ever developing ways to measure company growth which means employee growth as well."

"Today, it's not enough to do your job. An employee must know his or her expectation at the onset of employment. Time really is money know-a-days to employers. They have certain metrics in which to meet, and they recognize that the qualifying pool of potential workers is not a small one. Therefore, employees should have frequent communication with their peers and employer about their level of knowledge, abilities and capabilities. The world is growing more and more competitive. If a company does not offer a 360 degree feedback to its employees then, it would be up to each individual employee to find out how they are doing or what is the best direction to head towards improving their skills and marketability."

Quality: "Triad West, Inc., is a seven year old company with extensive knowledge within its core areas. Individuals from across many disciplines have acknowledge us as a quality producer of services. Organizations choose us because of our reputation as a leader in breakthrough leadership performance and organizational change."

Competitive Edge: "We are constantly learning and increasing our knowledge base. Knowledge is a competitive advantage in any circumstance."

Responsibility/ Impact: "Triad West, Inc. has a responsibility to deliver quality information to its clients. We treat all of our clients the same from the entrepreneur to Fortune CEO. The impact of pinnacle service is the development of strong and healthy workforces worldwide." **TEC**



Ebony Cactus Professional Services

Most of your needs in one place

Building bridges to what your business can be!

TEC@TheEbonyCactus.com

602-821-8191

Business Management

Business Plans
Financial Plans
Capacity Building
B2B/B2C Connections
Partnering
Advocacy
Win/Win Solutions

Human Resources

Customer/Employee
Appreciation
Training
OSHA

Marketing/Media

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

Phoenix Arizona

Creative Human Resources Concepts, LLC (CHRC)



President and CEO: Rosa Cantor

Type: Full Service Placement Firm

Location: Mesa , Arizona

Address: 4710 E. Falcon Drive,#116, 85215

Telephone: 480-654-4606

Fax: 480-654-4605

Websites: www.chrc4work.com

Year Established: 1997

Employees: Internally 9, externally 200 (contract workers)

Experience: Over 22 Years

Awards/ Recognition: 2003 Regional Supplier of the Year GCMSDC (National status pending), 2002 Business Service Award- MED WEEK, Nominated (Bank One) 1998 AZ Hispanic Chamber of Commerce Nuevo Exito, SDWBE/EOE, Top Hispanic Women Owned Business 2003 - The Business Journal

Certifications: Small Business Administration, Washington, D.C.- SDWBE, City of Phoenix (SDB certification pending), Grand Canyon Minority Development Supplier Development Council- MBE

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Human Resources



Description: Creative Human Resource Concepts, LLC is an innovative Human Resource placement agency located in Mesa, Arizona. We offer several services that complement, meet and exceed the many needs of our vast client base. We offer: Key personnel staffing, regular placement, short and long term labor, various HR services, leadership training, HR consulting and On-Site contract management. We

provide immediate solutions to client HR needs. CHRC is dedicated to delivering the very best in qualified, pre- screened applicants to help companies in our present economy succeed.

Business Differential: First, we are a small company, but we come from the corporate world in that we know how to make things happen. We are able to expedite candidate/ employee orders in a manner that's quick and thorough. Secondly, we have an outstanding back up system so we are nearly always here to assist with any client issues. Our employees are cross- trained and will be able to answer most any question put before them in the event that the usual client contact is unavailable.

Clientele: Some of our major clients include: The Boeing Company, General Dynamics, Talley Defense Systems, Simula, Pacific Scientific, MasterLink, ATL, and more. Conversely, we provide potential employee candidates the opportunity and ability in getting their foot inside a door of a General Dynamics or Boeing (for example) when otherwise they'd not be able to do so.

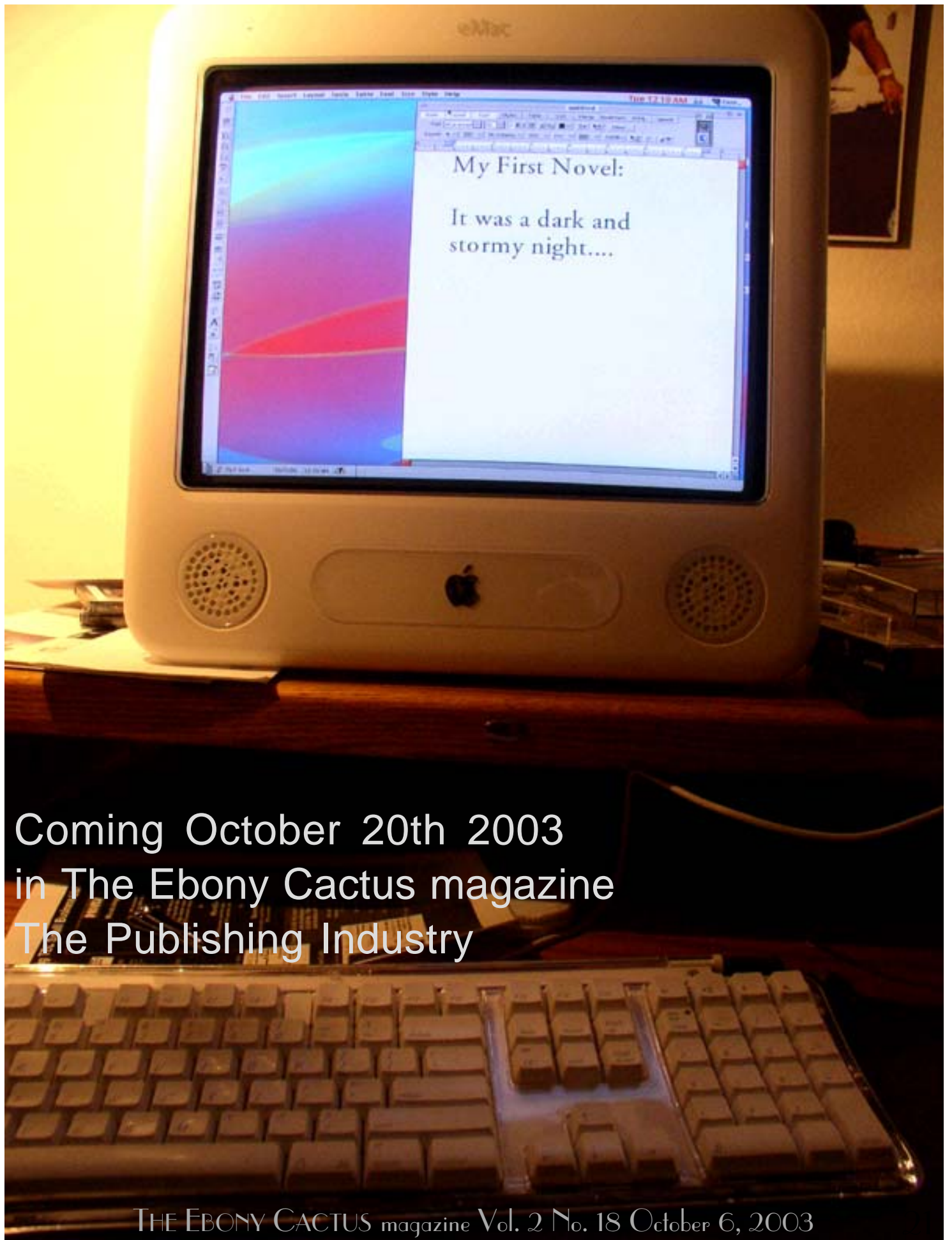
Community Involvement: Creative Human Resources Concepts is very involved with community. CHRC is a member of the National Association of Women Business Owners and the Arizona Small Business Development Centers/Friends of Small Business, and the Hispanic Chamber of Commerce.

Customer Service: Our motto is "We are people helping people." At CHRC, we are all extremely good-hearted people. To us, human resources means placing yourself in the other person's shoes; we try to understand their needs so that we can better assist in their employment journey

Work Force: At CHRC, we do not believe in hiring to fill one type of employment classification. Those who seek candidates through our company have the advantage of a wide range of potential workers from either a administrative assistant to a high level technical engineer.

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Coming October 20th 2003
in The Ebony Cactus magazine
The Publishing Industry

Events with Style

Expos! Good for business, good for the consumers!

By Candace Hughes
EnStyle Planned Events

see bio on page 4

Ever wonder about those expos? I am not referring to the baseball team. I am talking about the hundreds of business and consumer expositions a year that exist all across the country. Let's see, there are boat and car expos, gun expos, home buyers expos, technology expos, chamber expos, wedding expos, women's expos or even e-business expos. You name it, there might be an expo for it.

For over twenty years, I have attended many different expos, and I am always amazed at the lengths expo officials will go to make their event bigger, brighter and better. But above all that, I am even more amazed at the amount of revenue that is generated at expos each year. Expo events, particularly those that cater to the consumers, have become a billion dollar industry and shows no signs of slowing down. Expo vendors ranging from giant retailers to smaller businesses a like, have all recognized that although e-commerce and mail ordering are great sales tools to increase revenue, the up-close and personal touch to selling, however, will continue to be the best method of getting and retaining new customers.

Throughout the years, Expos have and will continue to help businesses and consumers reach the happy medium between making great sales and finding good bargains. Expos date back as far as the 1960's expanding from Japan to New York, and providing everything from horticulture exhibits to unique ways of introducing new or improved products. Today, the number of expos has increased ten-fold. Many of them have evolved into elaborate marketing campaigns that allow companies to target both niche and broad based consumers. For small businesses, tapping into the disposable cash carried by millions of expo attendees proves to be profitable in the long run. For many businesses, expos have become a great way to:

- Seek ongoing market exposure;
- Target business to business costumers;
- Develop new leads;
- Compete with similar business for consumer dollars
- Brand their business name;
- Introduce additional products and services; and
- Generate additional sales and revenues.



Now, what does this means for the consumer? For generations, consumers have flooded expos in their quest to find unique products and services at bargain prices. As an event planner, I have recognized that well planned consumer and business expos provide fun-filled activities and entertainment for the whole family, in addition to a variety of vendors with items and services for sales. At expos, you can find vendors with new products, unusual gadgets, the latest generation of electronics, hip and stylish fashions, one of kind keepsakes, beautiful gift items for women, slamin macho items for men, and for sure cool and groovy toys for the kids. Since vendors compete for consumer dollars, expo goers can take advantage of a number great steals on just about any product or service. Personally, I like to take advantage of the special discount prices offered by companies when they launch a new or improved product. Expos have been around for years, and they are as popular today as they were back in the 60's. They are not only good for businesses and consumers; they are also good for the economy. For more information on up and coming expos in your surrounding area, check your local newspaper.

Advertise in The Ebony Cactus
www.TheEbonyCactus.com

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AAAP's Career Advancement Workshop will have leaders who will explain how to manage corporate life, maintain health psychological and spiritual perspectives and ascend in self employment. Experts such as recent Today Show guest, Dr. Kumea Shorter-Gooden, will talk to conferees about the reality of African-American women's lives today.

To register for the conference, please visit the AAAP website at www.aaprofessionals.org. You may also call (323) 417-5034 for more information. (distributed through BlackPR.com/BlackNews.com)

UNIVERSITY CENTER FOR BLACK BUSINESS HISTORY, ENTREPRENEURSHIP, AND TECHNOLOGY HOLDS ANNUAL CONFERENCE

Austin, TX - On October 17, 2003, The University of Texas at Austin, Center for Black Business History, Entrepreneurship, and Technology (CBBH), holds its first annual conference. The 2003 topic is "The Federal Government and Black Business".

Bringing together a distinguished group of scholars and ranking administrators from both minority business agencies in the Federal Government and organizations in the private sectors to assess the impact of Federal Government legislation, executive policies and judicial decisions on Black Business in America since the landmark 1954 Brown Decision---The CBBH was founded in 2002 by noted historian Dr. Juliet E. K. Walker, a leading scholar in African-American Business History and the Center's director. The Conference will be held at the LBJ Presidential Library and Museum in Austin, Texas and is free and open to the public, but space is limited.

For information and registration, visit www.utexas.edu/research/centerblackbusiness and click on "Conferences."

Please fax your registration by October 10 to Professor Juliet E. K. Walker, Department of History, at 512-475-7222, or for information, contact Dr. Walker at jekwalker@mail.utexas.edu

Following the conference, at an invited dinner with Attorney Anthony Robinson, President of the Minority Business Enterprise Legal Defense and Education Fund, Inc. (MBELDEF), the CBBH is launching its TEXAS BLACK BUSINESS HALL OF FAME. The first four inductees are: SHERRA AGUIRRE, Founder/President, Houston-based Aztec Facility ties Services, one of nation's largest Black American female business owners, with 1000 employees in four states with contracts from corporate, industrial and government clients in four states; COMER COTTREL, Entrepreneur, Leader in Black Hair Care Products Industry,

Founder of Dallas-based Pro-Line (sold to Alberio-Culver for \$75 million), 1989-98, part owner (1989-98) of Texas Rangers, heads Cottrell Investment Group and Chair, African Heritage Network; Houston-based GEORGE FOREMAN, America's Salesman - the heavyweight of high tech grilling, Entrepreneur Rancher, Author, George Foreman's Guide to Life: How to Get Up Off the Canvas When Life Knocks You Down ; and, KASE LAWAL, Founder/CEO, Houston-based CAMAC, Holdings, Inc., America's largest Black Business (oil and gas), the only one with receipts in excess of \$1 billion, with offices in Washington, DC, Grand Cayman, Johannesburg, Lagos and London.

CHRC continued from page 20

Execution of Services/ Screening

Process: Our screening process is extensive. Primarily because in our beginning years, we focused on the aerospace industry. For that industry, background checks are imperative. We use ISO Quality Standard and we are extremely meticulous in our screening process. We want to make sure that we provide the client (both) with the right connection the first time. We are very thorough and can provide information on any employee within our system for security clearance, if necessary.

Quality: CHRC is a professional agency. Many of our clients are in highly competitive industries. They require a quality work force that we can provide. When clients come to CHRC they are assured that we have done an extensive search and pre-screening offering them quality candidates for employment. Because so many of our clients are high profile, in 1997, we obtained and maintain an active status for Secret Security Clearance through the Department of Defence.

Competitive Edge: We offer a full umbrella of services. This is important in that companies need and many expect this type of caliber service.

Responsibility/ Impact: We have a responsibility in assisting all within a given workforce. We have gained the respect and trust of our clients by working hard in presenting them with quality services, skilled labored and highly educated/trained talent. The impact we hope to have is simply being viewed as a servant of the people through constantly staying on top of creativity to deliver top employment services. **TEC**

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Why Advertise in The Ebony Cactus

1. **Demographics:** Part of the mission of The Ebony Cactus magazine is to showcase African-American businesses to all who could use their services. The magazine's format is simple, open and easy to read. The content is focused on people and issues that will be both interesting and valuable to both small and large business. In this case, small business people include both those whose full time occupation is their business and those who may have a full time job, but work their own businesses on the side. These are large demographics. Free access to the magazine via the internet also works to increase the number of eyes viewing the magazine.
2. **Capacity Building:** To "Build Capacity" is to increase a business' ability to do more and to overcome barriers to its growth. One way to accomplish this goal, is to build synergistic relationships with other successful firms and/or workers in an industry segment. The Ebony Cactus is a source of timely and comprehensive information about what African-American businesses are doing and what services they offer. This information will give you the data you need to increase the capacity of your business and improve your ability to grow.
3. **A New Application of Established Technologies:** Unlike a web based Ezine, The Ebony Cactus does not dwell on the net. Instead, like any print magazine, is sent directly to the reader. There it resides on their computer desktop just as a newspaper would reside on the reader's kitchen table. From there the magazine can be read at any time. Macintosh and P.C. users can view it equally well. If so desired, copies can be made by the reader for their personal use. Add to this the ability to hyperlink (weblink) directly from the magazine. Now the direct link to your website can travel with The Ebony Cactus wherever it goes.

The Ebony Cactus magazine is a powerful source of potent information for small and large businesses alike. We encourage you to use this service and allow us to help your business grow. If you would like to know more, drop us a line at: publisher@TheEbonyCactus.com. Let us help you Make It Happen!

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for more information, click here.

Do you sell or lease:

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Leisure Activities

Office Furniture

Office Supplies

Sports

Travel/Vacation Services

Etc.?

Our readers tell us they would buy your products if they knew about you.

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November 6th, 2003
 Financial Advisors and Services
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November 20th, 2003
 Theme: Policy Makers
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December 6th, 2003
 Christmas Edition
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 Year in Review
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Fall 2003 Advertising Rates

Size:	Frequency	
	1x	6x
Full page: Regular price (7 in x 9.5 in)	\$880	\$800
1/2 page: Regular price (7 in x 4.75 in) (3.5 in x 9.5 in add 15%)	\$440	\$400
1/4 page Regular price (3.5 in x 4.75 in)	\$220	\$200
1/8 page Regular price (3.5 in x 2.375 in)	\$110	\$100



City Of Phoenix and National Association of Minority Contractor AZ Chapter

In Association with United States Environmental Protection Agency
Presents the Fifth in a Series of

"Construction Related Business Capacity Building Program Sessions" EPA - Regional Business Opportunity Conference

When: Monday, October 20, 2003

Time: 9:00 am. 2:00 p.m.

Where: 200 West Washington Assembly Rooms A -B, Phoenix City Hall

Overview of U.S. Environmental Protection Agency Programs affecting Arizona

- LAND** - Brownfield Cleanups & Land Development in City of Phoenix and State of Arizona
WATER - River Restoration Projects: Rio Salado, Tres Rios, Gila River and Others
AIR - The "Clean Skies Initiative" & Global Climates Change Facts
MBE/WBE Program - Major changes proposed to the current programs affecting MBE Contractors

Regional Contracting and Grant Opportunities

- Army Corp of Engineers
- Arizona Department Of Environmental Quality
- City of Phoenix Office of Environmental Programs
- Maricopa County Flood Control District
- Tribal Government Department of Environmental Quality
- EPA Region 9 (Small Business Innovation & Research Grants)
- Local EPA Prime Contractors and Consultants

Guest Luncheon Speaker to Address

"Environmental Racism & Justice"

Lunch Provided

Free First 50 participants only Space is limited please register by October 15th, 2003
By Phone 602-495-9800 or By Email PTCNAMCAZ@AOL.COM Today

This workshop is funded in part by The City of Phoenix, EPA, Progressive Training Consultants
and
The Ebony Cactus magazine

LEGAL

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You may subscribe to the Ebony Cactus by either sending a subscription request to:

Subscriptions@theebonycactus.com or by clicking the subscription link found at www.theebonycactus.com

The latest edition will be sent to you twice monthly as an e-mail attachment (see legal). Note, the subscription list is for the use of TECH only. It will not be sold or distributed to any outside parties.

There is no subscription cost.

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Archived copies of the most recent and past editions of The Ebony Cactus will be found at www.theebonycactus.com for download (see legal).

No cost.

3. Send it to a Friend

Knowledge is power. The Ebony Cactus magazine offers knowledge. Empower your associates.

Tell them

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CITY OF PHOENIX NETWORKING FORUM

Request for Qualifications for Program management Services Community Noise Reduction Program

The City of Phoenix Aviation Department's Community Noise Reduction Program invites qualified firms to participate in a networking forum regarding the upcoming release of a Request for Qualifications (RFQ) for Program Management Services. The Purpose of the networking forum is to facilitate partnering and provide a broad overview of the project scope of work and schedule. The RFQ may include, but is not limited to:

- Administrative Services including project coordination, strategic planning, budgeting, grant administration/compliance, GIS, and others.
- Technical/Professional Services appraisal, title, acquisition/relocation, and environmental services, sound mitigation and property management, and others.
- Special Services including, community outreach, case management, community education, public information, legal referral, and others.

The networking forum will be held:

Wednesday, October 15, 2003

2 - 4 p.m.

**Heard Museum, Steele Auditorium
2301 N. Central Avenue, Phoenix, AZ**

*Reserve your attendance by calling (602) 273-2747
(TTY 1-800-781-1010) e-mailing Amber.rambin@phoenix.gov.*

Reservations are required.

It is anticipated that the RFQ will be released in early November 2003 and available at www.phxskyharbor.com.

THE HERBERGER THEATER CENTER PRESENTS

SHOWTIME

at the Herberger



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A cabaret-style evening reminiscent of the Apollo Theater, featuring **Dennis Rowland** and special guests Diana Lee, Patte Williams, Anita Benevitas, Stan Deveraux, George Bowman and more, performing Motown and Philadelphia sounds!

Friday, November 21, 2003 - 6:00 pm

Cocktail reception, silent auction and entertainment

\$500Table of four

\$125/personTable seat

Table seating includes dinner buffet, drink voucher and dessert.

\$65/personMezzanine seating

Mezzanine seating includes light hors d'oeuvres, drink voucher and dessert.

\$40/personBalcony seating

Balcony seating includes light hors d'oeuvres and dessert.

**Motown 60's
or Cocktail Attire**

concept and design donated by: *element design*

For ticket information, call (602) 254-7399, ext. 105 or 102.

Proceeds raised fund outreach programs for children and adults and administrative and technical support to keep costs as low as possible for companies performing at the Herberger Theater Center.

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