

THE EBONY CACTUS magazine

Vol. 1. No. 9 October 21, 2002

A New Perspective on Business

Setting New Standards

Spotlight on Politics: Deborah Thomas, Candidate
for Congress District 6

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Making it Happen!

Issue 9

Welcome to the ninth edition of The Ebony Cactus magazine. It seems like just yesterday you received issue 8 does it not?

In this issue we profile two entrepreneurs and one business. This issue we also though a spotlight on Planned Parenthood. This brings the grand total of showcased organizations to 45 in 27 different categories. We also wish to welcome two new advertisers, Planned Parenthood of Central and Northern Arizona and the East Valley NAACP. The East Valley NAACP is about to sponsor their Freedom Fund dinner . Take a look at the ad for day , time and RSVP information.

This issue we welcome back guest lecturer Darrel Keesee.

Spotlights

The spotlight articles are a new vehicle for us. They are used to bring valuable information to you about non-African American individuals or institutions that serve the African American Community. This issue we turn the spotlight on Planned Parenthood and on Politics through Deborah Thomas, a candidate for Congress.

Web Statistics

Most of our readers receive the Cactus by direct email, from us or from a friend. However, more and more of you are now going to the web page. Last month the web site received almost 10,000 hits. A decent number so we understand.

You should advertise in The Ebony Cactus

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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Drawing the Line During Uncertain Times

While watching a tangerine sunset recently, I noticed that I was once again beset with reading materials. There must have been twenty different publications within my reach. One periodical in particular, interested me. In it I came across the summary of a national public relation firm's survey. They had queried several leading advertisement agencies and public relations companies about the extent their peers had gone to in an attempt to satisfy their customers.

I was staggered by the results. I mean to tell you those folks took uncommon customer requests to the hilt. Some customers asked PR agents for tutoring assistance for their children. Others subtly asked to be a dinner guest at an agent's next family gathering. I understand that getting the most value for the dollar is crucial during uncertain times such as these. The country's financial climate has been in a murky depression for well over a year and our stock market does seem to keep us perpetually at attention. Even so, seeking an extra edge over competitors is vital. Therefore, where do you draw the line during uncertain times?

Customer satisfaction is what we all anticipate when a job is well done. Although these days it may seem as if you're doing more than you might normally do for a customer, it's not that at all. You're doing just what you should be doing; a good job. It's certainly a personal judgment call what one will do for a customer that another will not. Lines must be drawn in lieu of customer satisfaction. At some point, someone's (maybe your company's) credibility is going to be on the line during an account acquisition or stabilization. When this happens, you must have a plan in place to counter uncomfortable customer requests. If there isn't a plan in place you may run the risk of having your initiatives buried in your customer's back office graveyard. Having said all of the above, there are two things you can institute into your business procedures. One is to be sure to prioritize what's important in reference to client relations. The other is to be adaptive in understanding your limits and not surpassing them. The latter will assist you in modeling your business persona. Enjoy!



Redefining Black Leadership

Who is a "Black Leader"? Who comes to mind? To many, the image is a charismatic visionary who can rally the people and lead the way. There is another equally effective concept however. It is called "Servant Leadership."

Though "Servant Leaders" may share many characteristics with "Visionaries," they tend to be facilitators who work in the background and help others to achieve their goals. They are "servants of the people."



Different times demand different types of leaders. In times of great distress where an enemy is easily defined, a leader of the first type with a clear vision is demanded. A leader who can rally the people to the cause. I suggest however, the Black Leader of today must walk the delicate balance path of having a vision and making it happen while facilitating the visions of others.

To walk this path and not lose the way, he or she must stand on strong personal principals and beliefs. With these principals as their guides, these new leaders can then synthesize the vision of the people and find the right direction to proceed. This is no easy task for it requires considerable strength, wisdom and courage to pull it off.

Servant leaders do not fit the traditional definition, so they are often overlooked by the press. They may not have a following or congregation. They may not have an elected office. Instead they lead by example. They make things happen. They may have a business and sell a product. They may write a book, sing a song, or produce a movie. In some manner or form, they serve your needs.

The Chinese sage Lao Tzu once suggested that the true nature of things can not be put into words. However, what can not be said, can be demonstrated. The new Black Leader is the one talking little and demonstrating much. They are asking you to walk along beside them. Who is this new Black leader? Look in the mirror, one might be you. Enough for now, on with the show.



Risk Takers 1

Profiles by Angela Miller-Brooks



Description: The company specialize in cross-media communications for women and ethnic owned businesses. It is the number one women and ethnic owned business advertisement site. When logged onto the site, customers can find links ranging from African American owned links to businesses to Native American owned links to businesses. I charge a \$20 fee to be listed on the site

Background: I hold an AA Degree from South Mountain Community College, a BS Degree from Arizona State University and a MBA from Kellar Graduate School of Management at DeVry University.

I've worked for Maricopa Community Colleges (MCC) for the past nine years in various areas where I performed Desktop Publishing, HTML coding. At MCC I was given the opportunity to developed my skills. Now I'm applying them to my business.

Drive: What drives me is the ability to be artistic within my work. Its a form of expression for me. To transform my clients feelings into something tangible such as some form of media advertisement gives me a great deal of pleasure and gratification.

Goals: I have many goals but, my ultimate goal is to satisfy the client.

Business:
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Owner:
Michelle Traveler
Type of Business:
Women and Ethnic
Owned Business Advertising
Telephone:
480-897-1449
Fax:
480-756-3903
Email:
WEBMASTER@1WEB-ADS.COM
WEB:
WWW.1WEB-ADS.COM
Years of Service:
Less than 1 year
Employees: 0

Clientele: At the moment my clientele include professional business people administrators/ educators. I am in the process of getting some quotes from Bruce Babbitt (past Arizona Governor and former Secretary of the Interior under President Clinton) and other notables.

Market: My market is vast. Anyone in business has a need for my services. Because I specialize in cross media communications, I am able to produce business cards, brochures, cinema ads, website design, menus, programs, invitations and print ads.

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Owner:
MiAsia Pasha
Type of Business:
Ethnic Fashions and Jewelry,
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Location: Phoenix, Arizona
Address: P.O. Box 83375
Phoenix, Arizona 85071
Contact Info:
602-280-7651 888-857-4655
E-mail:
home6994@juno.com
Years of Service:
Over 25 years (self-employed)
Employees: None

Description: The House of MiAsia imports and distributes unique ethnic wear, jewelry ensembles, exotic fragrances, oils and incense to those who dare to wear them. It's not African clothing, it's ethnic wear.

Clientele: People of all races wear my clothing. I often get calls from Anglo-Americans who'd like to buy my clothing. Queens wear my clothes. The House of MiAsia client is strong, sure and definitely has personality. She's comfortable wearing anything. A woman has to know who she is to wear my garments.

Networking: I've been said to be everywhere and at the same time. The House of MiAsia can be found at most of the Black History Events in the City and everywhere else throughout the year. Aside from making my clothing available during large city events, I also hold fashion shows.

Best Practices: I don't buy more than one of each item. My clients like that.



Value: Clients won't find my clothes off the rack. I can almost guarantee that anywhere a client wears my clothes, she'll be dressed in the most unique of fabrics. Although the garments are made of soft, lavish, fabrics, they are affordable. Ethnic wear has staying power. While other styles come and go my garments can be worn for a long time.

Break Through Opportunity: There was no real breakthrough opportunity for me. Many years ago, I sold Mary Kay Cosmetics. From there, in the mid - 80's I began selling oils, then incense, jewelry and later clothing. I saw that there was a market for ethnic wear that was growing. I jumped in, and grew along with it.

Competitive Edge: I sell unique clothing that can be worn every day and for all occasions. Fashion magazines display how a few pieces can go from the office to dinner; my clothing can be worn the same way. Most of the clothes I sell comes from Indonesia. My clothing make a statement. I've traveled as far away as Connecticut and the people met there, have come to Phoenix seeking me out.

Mentorship: I sit on the Board of Directors of CASS, Arizona's largest homeless Shelter. It makes me feel good being involved with CASS. At one time, I was there myself.

Name: The Branscomb Law Firm
Location: 777 E. Thomas 210
Phoenix 85014
Telephone: 602-265-5002
Type of Business: Personal Injury & Criminal Defense
Title: Monique Branscomb Owner/
Attorney
Years of Experience: 11
Employees: 2

(No Photo Available)

Description: The Branscomb Law firm specializes in Personal Injury and Criminal Defense.

Background: I've been practicing law since 1991. I have considerable trial experience. To date I've performed about 50 jury and 100 non - jury trials.

Competitive Advantage: I feel I have a competitive advantage in that I'm familiar with many of the judges my cases are brought before. I also went to law school here at Arizona State.

Service: I offer my services to roughly 100 clients a year.

Success Ratio: It's hard to judge. I have no exact numbers. I can say that I fair well in trials.

Success: The main ingredients to my success is faith in God, diligence and discipline.

Case Preparation: If its a capital murder the case may take up to 1500 hours. A regular case could take up between 50 to 80 hours and an appeals case might take up somewhere between 50-75 hours to prepare. It really depends on the complexity of the issues.

Most difficult cases: The most difficult cases for me would be the ones with young, minority men. I want them to prevail and then get counseling. If sentenced, I have t work really hard to make sure they get fair treatment. The difficult cases are also the most meaningful. I can help them (young men) change, have a desire to become productive citizens and have hope.

Recommendation: In my opinion, I'd recommend Arizona State University (ASU) to anyone interested in pursuing law. I had received great education there and a

had great time. The ASU instructors were very helpful. I know that I received a good education because I have worked on equal ground with Harvard interns and Harvard is considered a top institution. It is not necessarily were you go, but what you put into it.

Race: I don't see it (the race card) played as much in the courtroom. I don't do it. I feel that tactic alienates the jury.

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Spotlight on

Planned Parenthood

by Angela Miller-Brooks

**Planned Parenthood
of Central and Northern Arizona
PPCNA**

**5651 North Seventh Street
Phoenix, Arizona 85014-2500**

www.ppcna.org

Phone: 602-263-4220

Fax: 602-277-5243

**E-mail: tbrown@ppcna.org
Tina Brown- African American
Community Outreach Manager**

“Talking about sex with teens is one of the most difficult conversations a parent and their teen will ever have.”

So your asking, why Planned Parenthood? This is a business magazine. Planned Parenthood is a business . Its not Black owned, but the agency serves the needs of many African Americans, some whom you may know. Let's just say its their business to help insure you have someone to run yours in the future.

Mission

Planned Parenthood is the world's oldest and largest family planning organization. It was founded in 1916, two years after the first world war began in Europe. The organization is dedicated to the principle that *every individual has a fundamental right to decide when or whether to have a child*. Planned Parenthood of Central and Northern Arizona (PPCNA) promotes strong families, planned, wanted children and sexual health for all.

Tina Brown is the new African American Community Outreach Manager for PPCNA. She brings a wealth of compassion and knowledge which as she puts it, “has allowed me to meet new challenges.” Since coming aboard, Tina says she's been exposed to information that the public needs to know.

“We are pushing to raise the awareness of the disparities in the African American community as it relates to reproductive health care.” Said Tina. “It is my job to go into the community, raise awareness and find ways to address the community's issues.”

Planned Parenthood continued on next page



Teen Concerns

Addressing the issues is what Planned Parenthood does well. With the assistance of other agencies such as the Phoenix Birthing Project (a charter high school for pregnant teens) Planned Parenthood reaches teens in need of valuable information and services. Together both agencies collaborate to engage young mothers in becoming educated in making better life and health choices. "The Phoenix Birthing Project has a mentoring program for which I am a volunteer mentor. I enjoy volunteering in the program." Planned Parenthood also works closely with the Arizona Health System Coalition (AHSC). The coalition's focus is HIV and AIDS. Other community outreach activities include representation at the recently held Arizona Black Expo and First Fridays (a monthly business networking event).

Since Planned Parenthood's inception, things haven't changed much. The subject of sex still prods adolescents into strange snicker spasms when asked about it by adults. Though we live in an information engulfed society, many communication savvy parents are reluctant to discuss it. Uncertain about a blossoming relationship and afraid to just say no, young girls (some as young as 11) still become pregnant year after year. Unquestionably, there are no shortages of informative campaigns apprising America's youth of the dangers in having unprotected sex. There does however, seem to be an ever present problem. For all the local and national programs in place, our African American youth aren't getting the message - unprotected sex is simply not safe.



Tina Brown is the African American Community Outreach Manager of Planned Parenthood of Central and Northern Arizona (PPCNA). She is responsible for creating greater visibility and understanding of PPCNA's programs Ms. Brown will focus on developing partnerships and collaborations with various African American-oriented organizations to promote prevention and responsible choices through PPCNA health care services and educational programs for youth and adults alike.

Prior to joining PPCNA, Ms. Brown was employed as the Multicultural Marketing Representative for the Arizona Office of Tourism. She has served on the Greater Phoenix Convention and Visitors Bureau, Multicultural Affairs Council. Ms. Brown has also served on both the Scottsdale Office of Diversity and Dialogue, Cross Cultural Communications committee and Scottsdale's MLK Celebration planning committee. She is a graduate of Scottsdale Leadership class XV and currently serves on the Board of Directors as Vice Chair of the Recruitment/selection committee. Ms. Brown is also a member of Valley Leadership Community Connections Program.

PP Continued on page 17

Construction Compliance Pt. 2

Special guest lecturer: Darrel Keesee



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

This is the second installment for businesses that have contracted with the Federal Government for construction or services. The primary initial focus is on construction contractors. These are companies that apply engineering, business and hard work into building our roads, bridges and public facilities. Regulations for construction companies are contained in 41 CFR 60-4. Service and Supply companies will fall under 60-1 and 60.1 of 41 CFR. Follow the links below for more detailed information.

Building a business not easy in any respect. For minority men and women the road has been one that has required perseverance, creativity and education sometimes from the College of Hard Knocks. Becoming a DBE or WBE is one avenue that also takes time and effort that allows entry into the bidding of federal or federally assisted projects. Once achieved as the owner of the business, and securing of a government contract or federally assisted contract, any advantage is now gone when it comes to EEO compliance. It does not take much of a contract to come under compliance investigation. A contract of \$10,000.01 technically is enough. Additional requirements come into play with contracts of \$50,000.01 and fifty or more employees. Regulations state in excess of \$10,000 and \$50,000 respectively.

Construction contractors, as with any skill based business, places a large value on performance. For the most part, I have found that even if a person was green with purple polka dots, as long as he or she puts in an honest day's work and results are quantifiable, that person will have a job. This is an extreme case of origin or condition yes, but results are not. It is said that EEO is not a numbers game. True in one respect and somewhat gray in another. Although the Department of Labor cannot dictate actual category percentages, a contractor must show that it contacted agencies and organizations in an attempt to comply with the percentages listed. There must be evidence of phone logs, faxes and or written communications. Women recruitment for construction is an especially hot item with the local office.

The last statement is the gray area spoken of. Within a given area there are percentages for individual, total minority and women goals. Therefore, a contractor working in the Maricopa County area will have different percentages than the same contractor performing work in Apache County. Likewise, work on projects in various Native communities come under different rules yet. These rules are administered under the Davis-Bacon Act and under the jurisdiction of the Wage and Hour Division.

As part of the planning, calling the Phoenix OFCCP office for current percentages would be advised. Local office number is 602.640.2960 and ask for both women and minority percentages for each county work is being performed. Other information available is a Contractor's Handbook for the sixteen EEO steps and the latest edition of the Chapter 60 Manual. Do not forget to check links below for revisions, especially for Service and Supply contractors on 60-1 and 60-2. You can bet the local office will be using the Revised Version of these regulations. Any violations given will only have a notation that the regulation has been revised and not note the new section. Also it is where you can obtain information on seminars.

The process starts with a list of contractors forwarded to the local OFCCP office. From this list the Office Director will select the contractors to be reviewed. There is going to be a targeting of two types from the list. One will be a contractor that has never had a compliance review audit; the second are contractors that have had past complaints and or violations. Records are kept on file for two years in both the local office as well as the pre-award files accessible online.

So who are these agency people and what are they looking for? The presented designations for personnel are Compliance Officers (CO). Their official titles are Equal Opportunity Specialists (EOS). Both abbreviations are used in the documents interchangeably. Investigation will take place for all the applicable rules covered in the regulations. Certified payroll records, personnel files, notification of community agencies, I-9 forms, Affirmative Action Plan (AAP), job advertisements for EOE tag line, and communication with organized labor and subcontractors are a part of what will be reviewed. A likely target also is any contractor that has had complaints of sexual harassment or racial harassment and or discrimination. The goal is to find any violation that will allow a Conciliation Agreement to place the contractor under the governance of the OFCCP for at least one year. Even one violation will require progress reports at six-month intervals.

Keesee continued on page 19

“Setting New Standards”

Name: Deborah Thomas
Position: Candidate U.S. Congress,
Congressional District 6
Party: Democratic
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WEB: www.deborahthomasforcongress.com
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Photos (cover and inset) by Ossie Harris

For a small state, Arizona produces disproportionately influential national political leaders. Two members on the current Supreme Court, at least three past candidates for President of the United States, one Secretary of the Interior and a number of influential senators and congressmen attest to this fact. Even the concept for the highly successful Head Start program was developed by an Arizonan, an African American at that.

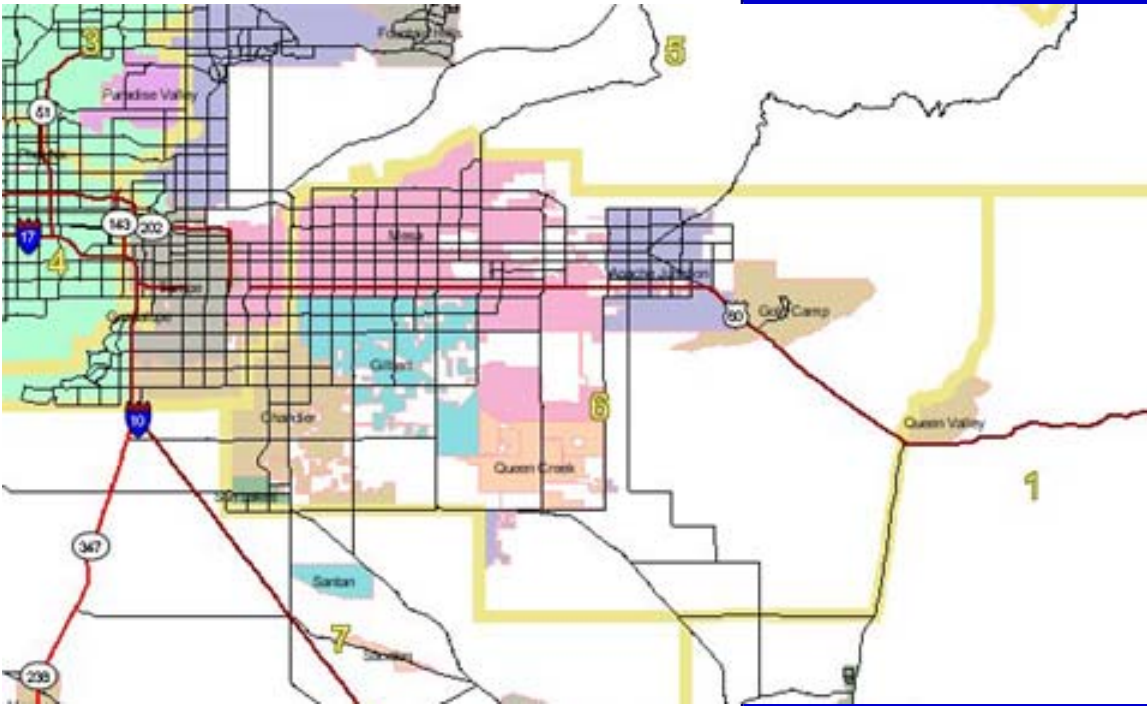
Some have suggested that in Arizona today, there is a dearth of African American leadership in elected office. We agree that it is true, that pioneers like Art Hamilton, Calvin Goode, Sandra Kennedy and Cody Williams have moved on to other opportunities. Never-the-less, we suggest that the political future for African Americans in Arizona remains bright. Past and current Black elected officials have demonstrated that African Americans have the intellectual skill and political savvy not only to represent their own, but Americans of all ethnicities as well. Their election with multi-ethnic support and elevation to positions including minority leader and Democratic whip, further reinforce this point. They are setting new standards and redefining the concept of “Black Leadership.”

In this season, there are a number of African Americans running for office. All are Democrats and are listed on the next page. We checked with the Republican party and regrettably they have posted no candidates. We hope this situation can be changed in future contests.

Business and Politics are intertwined. Thus, political leaders directly affect how business is done. To further explore the concept of today’s African American political leader, we wanted to take a look at one of the current candidates. Deborah Thomas is running for Congress in Congressional District 6 against Republican Jeff Flake.

Thomas continued on the next page





District 6

District 6

Congressional District 6 is composed of Apache Junction, Chandler, Gilbert, Gold Canyon, Mountain Brook, Mesa, Queen Creek, and Sun Lakes and was once in part, represented by J.D. Hayworth. The redefined area is now new ground with no incumbents. Conventional wisdom would suggest this is not fertile territory for a Democrat let alone an African American. However, Deborah feels differently and has put her money and time up to prove it. She ran un-opposed in the Democratic primary and is now looking forward to the contest in November.

Resume

Though a first time candidate, her political resume is extensive and can be seen in detail on her web page. However, to help you understand the candidate, a few highlights are presented below:

- Raised in a career military family
- Arizona resident since 1966
- Master's Degree in Public Administration from Arizona State University
- Selected by "Dollars and Sense" magazine as one of the up-and-coming women of the 21st Century.
- Endorsed by the AFL-CIO, the American Federation of State, County and Municipal Employees and the UAW.
- Member of the League of Women Voters and the Arizona Women's Political Caucus.

To Empower not Enable

A Conservative to Centrist Democrat is how she describes her basic political philosophy. On more than one occasion, she has been told she sounds like a moderate Republican. She finds this description amusing for like many Democrats, she believes strongly in the role of government. For example in her opinion, government should "empower the people, not enable them." In this case, the definition of "enabling" is to provide allow a person to continue with a self destructive life style. She believes her moderate views align her more closely with the residents of her district than do the view points of her opponent.

African American Candidates for Office in Arizona Fall 2002

Deborah Thomas	U.S. Congress
Paul Cash	Arizona State Senate
Leah Landrum Taylor	Arizona House of Representatives
Agusta Knight	Roosevelt School Board
Betty Thompson	Roosevelt School Board
Pamela Gutierrez	South Phoenix Justice of the Peace

Thomas continued on page 18

"Talking about sex with their teens is one of the most difficult conversations a parent will ever have. Our agency offers clear and up to date information. These days and with so much inaccurate information out there, parents should be equipped when discussing sex issues with their teens. That's where we can help. Its important that kids get the right messages. I feel confident that we're (Planned Parenthood) getting that message out." In a new ad campaigns, Planned Parenthood gets to the source of the problem. They not only talk about the issues, but they offer bold, poignant solutions. The following are some Arizona Teen statistics:

"At Planned Parenthood, we want to help whenever and wherever possible"

- Arizona's Teen pregnancy and birth rates are now the third highest in the nation.
- African American teens have the second highest age- specific rate for pregnancy among Arizona females aged 15-19 years old.
- On any given day in Arizona, 39 teenage girls will become pregnant. More than 70%, some younger than 14, will go on to give birth.
- In 2000 14,287 teen girls became pregnant in Arizona. It was the highest number ever recorded in the state.

Planned Parenthood of Central and Northern Arizona recognizes that there's a growing problem with teen pregnancy (especially within the African American community) and sexually transmitted diseases (STD). The Arizona agency isn't waiting for permission to tackle the woes of its society. They've resolved to do something about it.

Meeting Community Needs

Planned Parenthood understands the need to educate at the core. In many cases this translates to rendering education in the schools through teacher training, with youth workers, nurses and other health care professionals. They've also been inventive in reaching youth through theatrical means. An inspiring group, The Positive Force Players are a award- winning peer-education teen theater troupe who present prevention programs for schools and youth groups.

Services Offered

- Family Planning: including all types of birth control
- Testing and treatment of sexually transmitted diseases
- HIV Testing and counseling for AIDS
- Puberty Education
- Medical Examinations (PPCNA accepts most insurance plans)
- Adoption Referrals
- Tubal Ligation
- Vasectomy
- ECPs (Early Contraceptive Pills)
- Mid-Life Services
- Breast Examinations
- Pap Smears
- Medical Examinations for Men and Women

Planned Parenthood of Central and Northern Arizona serves tens of thousands of individuals each year. Many of those assisted are teens. Due to rising health care costs, a growing number are average citizens who utilize PPCNA services. Between July 2000 and June 30, 2001 eighty four thousand Arizona patients received 400,000 Reproductive Health Care and Family Planning services.

National Statistics

- African Americans and Latinos still exceed whites in primary and secondary syphilis.
- African Americans account for 77 percent of the reported cases of gonorrhea.
- African American women are twice as likely to be diagnosed with and three times more likely to die from cervical cancer, which is almost always caused by certain strains of Human Papilloma virus (HPV), and is the most common STD in the U.S.
- Source: United States Department of Health and Human Services, Division of STD Prevention.

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Thomas continued from page 16

Leadership

Leadership is an important concept within her campaign. "A leader is that individual who has a vision and has the ability to relay it others." She suggest that by running for office she is displaying leadership. "A leader is someone who is willing to step out of their comfort zone, and take a risk for the betterment of everyone. This takes a degree of courage that not all have."

Business

According to Deborah, there are a couple of important areas where government serves a role to empower business. Firstly, government works to create a literate American workforce. Secondly, government must provide standards for business, not necessarily regulations. Some believe in "just letting the market work without control (laissez faire)." This is not a tenant to which Deborah can agree. She sites Enron and Tyco as prime examples of industry that failed miserably to self regulate. "There is nothing wrong in setting standards for business to work within."

"The are places where you do not want government in." However, she feels there are places where government should be including security and public works such as our roads and dams. "I don't want the private sector maintaining our dams without government oversight and standards."

"I support the small business for they create jobs. We should help them (small business) out in anyway that we can, to stay in business. That could include tax credits, tax deductions and cutting the government paperwork they have to do."

Conclusions

Deborah Thomas is an interesting candidate with an apparent firm hold on the facts and issues. Like a many African Americans, she is very conservative on some issues, and what some could consider liberal on others. Does not this dual nature however, reflect the dual natures of most Americans? If elected she would likely add to the list of excellent representatives the State has sent to Washington. It is the opinion of this writer, that win or loose, we will hear more from Deborah Thomas.

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Arizona Statistics

African Americans represent approximately 4% of Arizona's population. While comparatively a small percentage when compared to other ethnic groups, Blacks in Arizona lead the state in negative indicators for such serious concerns as early teen pregnancy and many reportable diseases (PPCNA Special Report). Arizona African American youth are making unwise health choices and the numbers show.

- In Arizona, African Americans residents had the lowest rate of overall health status (Arizona Department of Health Services).
- In 2000, there were more African Americans reported with AIDS than any other racial/ ethnic group (CDC).
- In 2000, the rates for syphilis for African Americans in Arizona were 30.2 per 100,000 population, up from 23.7 in 1999 (ADHS).
- Source: Arizona Department of Health Services/ Center for Disease Control

PPCNA Schedule of Events

Roe vs Wade 30th Anniversary Commemorative Luncheon

This event will honor community leaders and outstanding legislators during its 30th Anniversary Commemorative Luncheon. The January 24th, 2002 luncheon, Chaired by J'Lein Liese, is set to take place at the Pointe Hilton Resort at Squaw Peak.

Noche Latina Event

A fun community awareness event, Noche Latina mixes food, fun, entertainment and information on February 25, 2003. Held at the Pointe at South Mountain, Dr. Alfredo Vigil, Planned Parenthood Federation of America - Chair is scheduled to be the guest speaker.

PPCNA Annual Gala The 2003 Choice Affair: The Boa Ball Goes Hollywood

This event is back by popular demand and set for April 5, 2003 at the Hilton Scottsdale Resort. A premiere gala this event funds PPCNA's programs and services.

Contacts: Linda Brown, Debby Mayer or Diana Dudley at: 602-263-4222

Keesee continued from page 14

A telephone call is to be initiated from the local office that has jurisdiction to inform the contractor of the review. This is in conjunction to a letter that is sent out beforehand. If you do not understand any part of the letter be sure to clarify it with a call. As part of the agreement, your facility must be made open for the inspection. However, please let them know what times are convenient for you, even if it means more than one visit either on the same day or different days. There may be a demand made

that a place is needed for an eight-hour period day. You have the right to supervise the data given on-site. A contractor also has the right to ask questions and expect answers while the CO(s) are performing the audit.

An interview will also take place for a selected job site and its management and supervisory staff. Posting of AAP, Safety and EEO posters will be checked. Other items that are checked are portable toilets, changing facilities and minority recruitment by referral. A questionnaire will also be provided that includes the sixteen EEO steps. Personal information is also acquired for which the employee is under no obligation to provide. Additionally, the signature of the employee is not mandatory. Once signed, it becomes a legal document that can be used against the employer.

As can be seen from the aforementioned, doing business with the government can be a double-edged sword. It is in the contractors best interest to be well informed and proactive before the letter or call comes for an audit. There is intense pressure to review contractors that are in the early stages of a project. Existing contractors can be expected to have records reviewed as far back as six months.

Applicable laws and regulations can be found at www.dol.gov/esa/regs/compliance/ofccp/regindex.htm. These include the laws and Executive Orders (E.O.) that contractors are bound to follow. Additional information on the why and how are located at www.dol.gov/esa/regs/compliance/ofccp/dir230.htm. The basics of the FCCM (Federal Contract Compliance Manual) are mentioned in this page. Link to the manual is at www.dol.gov/esa/regs/compliance/ofccp/how2/ofcphow2.htm and click on Chapter 4 for construction compliance. This document is what the agency uses to conduct its investigation. What is not shown are the Regional Office variations that have a generally negative view of business. There are references to how business will try to deny or conceal information. In light of the current large corporate revelations of late, this unfortunately is the case for the few. However, enduring small businesses are built on trust and relationships. Do not expect this agency to understand anything but their rulebook. Typically, nice people that have an unyielding dictum to follow.

So how effective are these rules and regulations? Equal Opportunity comes at a price. According to the latest statistics, the ratio of the OFCCP 's budget to what they claim as recovery is about four to one. A compiled best case of all factors, to say the least, when actual monetary recovery is taken alone. This means that four dollars were spent for every dollar claimed to be recovered. Punitive measures have been found to be short-lived and invoke compliance by force. Education, information and cooperation are enduring attributes of self-motivation and propagation of concepts and beliefs.

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

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

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

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