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## Greetings

Welcome to The Ebony Cactus magazine  
for October 20, 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 (save) the magazine  
onto your computer's desktop

**DO SO!**

Then reopen using Adobe Acrobat or Acrobat Reader 4.0 or better.

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.

Ok, lets try this: [Click here](#)-----> \*

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. 19

October 20, 2003

A New Perspective on  
Business in the Southwest

*Inside: The Publishing  
Industry*

- 4 Marketing Trends  
by Michael Henry Pg. 16
- 7 Steps to Becoming Successfully  
Published by Denise Turney Pg. 18
- Profile Michelle Fitzhugh-Craig &  
MaryAnn Morgan Pg. 21

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## Moving Up - New Hires and Promotions

### Deborah Kidd-Chapman earns Master's Degree



**Deborah Kidd-Chapman** has recently been conferred a Master's Degree in Organization Management from the University of Phoenix. Kidd-Chapman has over 13 years of Human Services experience. Her background includes economic development, employment readiness, training & development, and community relations. Kidd-Chapman is responsible for community outreach, business development, and political advocacy for the Arizona Works program. Deborah is employed by Maximus and also holds a Bachelor of Science Degree from Grand Canyon University in Applied Management.

**V. W. Vaughan**, Director of Photography at Arizona Daily Star newspaper in Tucson, Arizona has recently accepted a position as Region Nine Director of the National

Association of Black Journalists (NABJ). As Director the of Region Nine, Vaughan will oversee NABJ operations in Arizona, Wyoming, Idaho, Colorado North Dakota, Montana, Nevada, South Dakota, Utah.

The Arizona Association of Black Journalists (AABJ) recently appointed six members to its 2003-2005 Board of Directors. The following elected officers will serve on this year's board:

President - **Michelle Fitzhugh-Craig**, Shades Magazine  
Vice-president/Print - **Weldon Johnson**, The Arizona Republic  
Vice-president/Broadcast - **Elise Finch**, KPHO/Channel 5  
Secretary - **Suzanne Wilson**, Metro Networks  
Treasurer - **Kathy Johnson**, The Arizona Republic  
Parliamentarian - **Lysa Fitzhugh**, Chase Bank

National Association of Black Journalists website: [www.nabj.org](http://www.nabj.org).

Arizona Association of Black Journalists website: [aabj@azblackjournalists.com](mailto:aabj@azblackjournalists.com)

**TEC**

To submit announcements contact us at [publisher@TheEbonyCactus.com](mailto:publisher@TheEbonyCactus.com)

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Moving-Up

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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](mailto:competitve_solutions@triadwest.com), 9616 East Southwind Lane, Scottsdale, AZ 85262. Register online at: [www.triadwest.com/TEE.html](http://www.triadwest.com/TEE.html). Join us: "Behind every success is a network of support."



Joel Martin, Ph.D.  
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and Speaker

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## BE A PART OF THE NEW RETAIL OPPORTUNITIES AT PHOENIX SKY HARBOR INTERNATIONAL AIRPORT'S TERMINAL 4.

\*

ALL POTENTIAL RETAILERS ARE ENCOURAGED TO ATTEND A SERIES OF INFORMATIONAL MEETINGS HOSTED BY THE CITY OF PHOENIX AVIATION DEPARTMENT.

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](mailto:tracee.hall@phoenix.gov)



## Angienuity

Send \$9.99 and become a publisher or published author today!

by Angela Miller-Brooks

### An orange never bears lime ~Sierra Leone Epigram~

Two years ago, when my husband and I decided to promote the professional and business accomplishments of Blacks in the Southwest, we didn't know a whole lot about the publishing industry. It is true, we both were established writers, but neither of us had managed a full publishing operation before. Today, there's still so much to learn. What we do know is that its a booming industry. Some sources say that publishing, magazine and newspaper advertisement is down. That very may well be. However, in the Black and other minority markets, publishing is big business, growing each and every year.

Since the early nineties when the Terry McMillian books sprung onto the scene, Blacks have filed into mainstream bookstores on and offline which is why like sixty years ago (Harlem, New York- The Black Renaissance) there's all the fuss and notice about blacks and literature. Black-owned bookstores have known the power of its readership and producers of literature for decades. Blacks and other minorities are not only reading steamy, risqué novels such as those written by McMillian or Eric Jerome Dickey, but other works including: self- improvement guides, public policy informational, travel and leisure catalogs, business, financial and many other types of published literature.

Great numbers of us are becoming more educated. In 1994 Seventy-three percent of African Americans 25 years and older had attained a high school diploma. Also, in 1994 thirteen percent of African American adults aged 25 and older had attained a Bachelor's Degree, US Census Report. Conservative numbers. Yes. I think Dr. Du Bois would be proud.

There's a renaissance in Black publishing. Larger publishing houses know it. Revenues for the industry showed an increase of 9 percent, to \$220 billion based on a U S Census Report. The money is there so I say; why not? Why not delve into a market that's so saturated that no one recognizes it because its revenue generation is so great. Today, there seems to be no end in sight. It does not matter what one becomes involved in from Adult Occupational and Trade Books, African-American, E-books, Internet Publishing, Kid's Books or even College Text books and Educational Materials. If you have a good formula, a few connections and a niche then your in! Though this is an introduction to many more focus issues on the subject, I hope you enjoy it. Write me with you comments. Dream Big! **TEC**

## Living in America

Shooting for the Heavens

by George B. Brooks, Jr. Ph.D

Shoot for the heavens. Even if you fail, you will still be among the stars

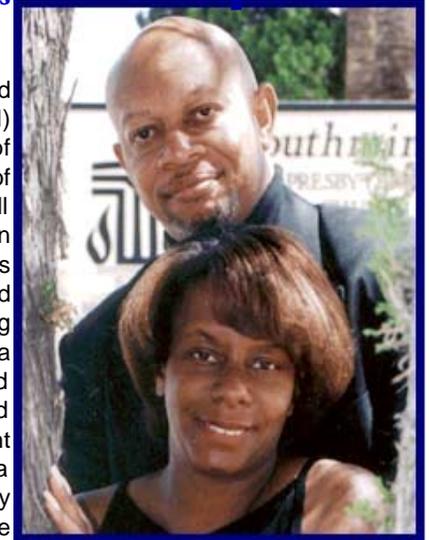
~Unknown ~

I think before I leave this earth, I would like to be elected (not selected) President of the United States of America. Ok, before you accuse me of delusions of grandeur, allow me to tell you where the idea came from. I was in an office where the secretary was watching the "West Wing." She asked me if I watched the program. My joking response was "rather than watching a program about the President, I wanted to BE the President." It got a good laugh. However, the more I thought about it, the more logical the idea seemed. After all, when I Pledged my fraternity so long ago, they told me that "a Kappa man can do anything!" I believe they were correct.

When you really get down to it, I believe we are all already empowered to do what ever we want to do. Whether you believe all power is borrowed or given from a higher source or it is self generated, we are all empowered to do something. We are all empowered to make a positive or negative change in the world. What differentiates between individuals however, is what we do or do not do with that power. The great Black general Hannibal said "we will either find a way, or make one." Most of us choose not to do either. We are most often like that unfaithful servant in the Bible that was afraid to take a risk so he hid the talent he was given under a basket. If you are afraid to use it, then you are wasting a gift.

Now, if we are already empowered, why is there is so much talk about empowering Black people. Why do Black folks always looking for that magic bullet that will give us the power we need to control our own destinies? I don't know. Perhaps we just need to wake up and learn to have faith in our own abilities.

So, now that you know this, what are you going to do with this information? I have just reminded you that you have been given talents to use by the Master and he will be home soon to check on what you have done with them. So, I have decided to use my gifts to one day be elected Commander in Chief. Why the heck not?! Enough for now, on with the show. **TEC**



Editorials

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# TECNews

## African-Americans Are Encouraged To Give Back To The Community By Buying Black



Anthony Quiñones

**Philadelphia, PA** - The UNITY Card, the original national minority discount card program, has spread nationwide. The UNITY Card provides exclusive discounts at participating black-owned businesses from across the country.

Interested ones can get a UNITY Card for only \$20 and the benefit of owning this card is that it will pay for itself the minute you start using it. Consumers now have a choice of cards - Old Glory and the new BLACK Card. Memberships are good for one year.

Group membership discounts on cards for organizations are also available. Black-owned businesses that join the program get the benefit of free advertising. The goals of the program are to help black-owned businesses increase profits and market share, save consumers money and unify and strengthen the black community. The vision is to see this program in every major metropolitan area in the United States in the near future. [www.unitycards.com](http://www.unitycards.com).

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For more information contact: Anthony Quiñones at [quinones@unitycards.com](mailto:quinones@unitycards.com). **TEC**

## THE EBONY CACTUS Magazine Sponsors Herberger Theater's Electrifying Stage Production- Showtime at the Apollo



**Phoenix, Arizona** - The Ebony Cactus magazine, the only Southwest and Southern California focused business/news information publication of its kind, is one of eight sponsors of Showtime at the Apollo.

The Herberger Theater, one of the most prestigious theater houses in the Southwestern United States, will host the cabaret-style evening. The production's setting, reminiscent of the famed Apollo Theater in Harlem, New York is scheduled for Friday, November 21, 2003.

Starring Phoenix favorite Dennis Roland, Showtime at the Apollo is one of the most anticipated theater productions of the year, said Angela Miller - Brooks, Ebony Cactus magazine's Publisher and CEO. Patrons can expect to be thoroughly entertained. Since the music will be from the Motown, Hitsville and Philadelphia sounds era and the dress is Cocktail or Motown sixties era, I expect the entire evening to be fabulous. For information contact the Herberger at: [www.herbergertheater.org](http://www.herbergertheater.org). **TEC**



Dennis Roland

News Continued on page 24

"It is a peculiar sensation, this double-consciousness, this sense of always looking at one's self through the eyes of others. . . . One ever feels his twoness,—an American, a Negro; two souls, two thoughts, two unreconciled strivings; two warring ideals in one dark body, whose dogged strength alone keeps it from being torn asunder." -**W.E.B. DuBois**

# National Association of Minority Contractors - Arizona Chapter's, EPA-Regional Business Opportunity Conference

## NAMC EPA Conference



Rep. Leah  
Landrum-Taylor

**Phoenix Arizona** - Co-Sponsored by The Ebony Cactus magazine and under the leadership of Arizona Chapter chair Richard V. Bowles, the National Association of Minority Contractors (NAMC) hosted an EPA - Regional Business Opportunity Conference at City Hall on Monday October 20th, 2003. According to Mr. Bowles "The National office of NAMC is working on a program with the Environmental Protection Agency to provide throughout the country a series of programs dealing with minority business contracting opportunities. This is one of 10 to 12 conferences that are occurring around the country. The second objective is to inform the minority business community on what is going on in the environment. The final objective for NAMC is to advocate and find procurement opportunities for its members. We have determined that there are a number of excellent business opportunities that the minority business community has yet to tap, with environmentally related projects."



Mike Ternak  
Army Corps of  
Engineers

An excellent example of the type of project that minority firms could win contracts on was provided by the Karen Williams, Rio Salado project coordinator for the City of Phoenix. Rio Salado is one of a series of ecological restoration, flood control and recreational projects planned along the length of the Salt and Gila Rivers through the Phoenix metropolitan area. This nearly 100 million dollar project is currently under construction within the Salt River bed from approximately 24th Street to 19th ave. Projects related to Rio Salado include the recently completed Tempe Town Lake, Tres Rio and Rio Salado Oeste. These and similar projects are cooperative ventures between the authorizing agencies such as the City of Phoenix and the Army Corps of Engineers represented by Mike Ternak.

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The list of speakers and information provided was extensive and comprehensive including: Lucinda Swann - Dust Control/Open Burn Specialist for Maricopa, Co. Environmental Services Air Quality Department; Janet Bollmann - Brownfields Coordinator for the Gila River Indian Community Dept. of Environmental Quality; Karen L. Williams - Rio Salado Project Coordinator for the City of Phoenix- Office of City Manager; Ronald Harbor - Assistant District Director – 8(a) Programs US Small Business Administration; Michael Ternak – Project Manager for the Army Corp of Engineers; Rosanne Sanchez – Office of Environmental Programs Brown Field Land Recycling Programs for the City of Phoenix; Douglas Williams – Planning Branch Manager Flood Control District Maricopa County; and Jonn Walker – President Sun Amp Power Company Solar and Renewable Energy Products

Minority concerns for the environment are not limited to what contracts can be won on important projects. For years minority communities have been the dumping grounds for toxic wastes and the location where undesirable industries are shunted. So prevalent are these activities that it has been given a name “Environmental Racism”. As keynotes for the lunch, addressing these issues were Leah Landrum – State Rep. AZ House of Representatives and Michael Johnson – City Councilman Dist. 8, City of Phoenix.



Chandera Newby & Patti Tellez

The true measure of the success of an activity is measured by the insights of the participants. Patti Tellez of Kuniklo Corporation and Chandera Newby of the National Center for American Indian Enterprise Development felt “the activity brought to light a lot of opportunities outside of traditional contracting that small and minority

business don’t normally get involved in. It provide different business strategies and models that may put into place to go after these contracts.”



Ida Staford-Mosley, CEO (photo above) of Environmental Assurance Services also had glowing comments: “I think it was a great meeting. I think we got good information out of it. The next step is to follow up and see what becomes of it. In fact, I would like to see them establish some kind of committee for after these meetings to follow up to see if there is any business generated from them.”

According to Mr. Bowels, follow up is an important aspect of service of NAMC “Follow up will occur through our Procurement Committee. We have experts that look at each construction segment and then provide the details to any member who wishes to pursue it. We also do a lot of teaming where we work with lead firms that will take apart the contract document and look within NAMC for subcontractors to fulfill the needs.” For more information, NAMC may be contacted at 602-495-9800 or By Email [PTCNAMCAZ@AOL.COM](mailto:PTCNAMCAZ@AOL.COM). **TEC**

“I've missed more than 9,000 shots in my career. I've lost almost 300 games. Twenty six times I've been trusted with the game winning shot and missed. I've failed over and over again in my life. So that is why I succeed.”

**-Michael Jordan**

**Coming next issue**  
**(November 6th, 2003)**



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## BizNet Calendar

### Arizona

#### October

##### 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](http://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](http://www.hispanicwomen.org).

##### October 28

**Greater Phoenix Black Chamber of Commerce: Evening Networking Forum.** This business/networking forum is from 5:30 p.m. - 7:30 p.m. Held at Bobby C's Lounge & Grille. The Grille is located at 1140 East Washington Street in Phoenix. Please RSVP your participation to our offices by contacting Marquis Scott at (602) 307-5217 or visit [www.phoenixblackchamber.com](http://www.phoenixblackchamber.com).

##### 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](http://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."

##### November 5

**Greater Phoenix Chamber of Commerce: Fall Business Expo.** Westin Kierland Resort. The expo will be held from 3-7 pm with an After 5 mixer from 5-7pm. To register or to attend, call the Greater Phoenix Chamber at (602) 495-2182 or visit [www.phoenixchamber.com](http://www.phoenixchamber.com)

*\*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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## 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](mailto:info@scmbdc.org).

### November 20

**San Diego Regional African American Chamber of Commerce Monthly Luncheon** This event is set to begin at 11:30 am. The Location: TBD. \$15 members (tax deductible); \$20 non-members. The San Diego County Black Chamber of Commerce hosts this Monthly Meeting & Luncheon. Please RSVP to Chamber. For more information, phone: (619) 262-2121, or Email: [sdcbcc@pacbell.net](mailto:sdcbcc@pacbell.net).

### November 21

**AABWV Prayer Breakfast & Business Networking Mixer** This event will be held from 7:00-9:30am at the Quality Resort. Location: 875 Hotel Circle South Mission Valley \$20 if paid in advance; \$25 at the door without reservations Breakfast and vendor table \$40. For more information, phone: (619) 263-6868, or Email: Dee Sanford at [www.deesanford.com](http://www.deesanford.com).

## Nevada

### November

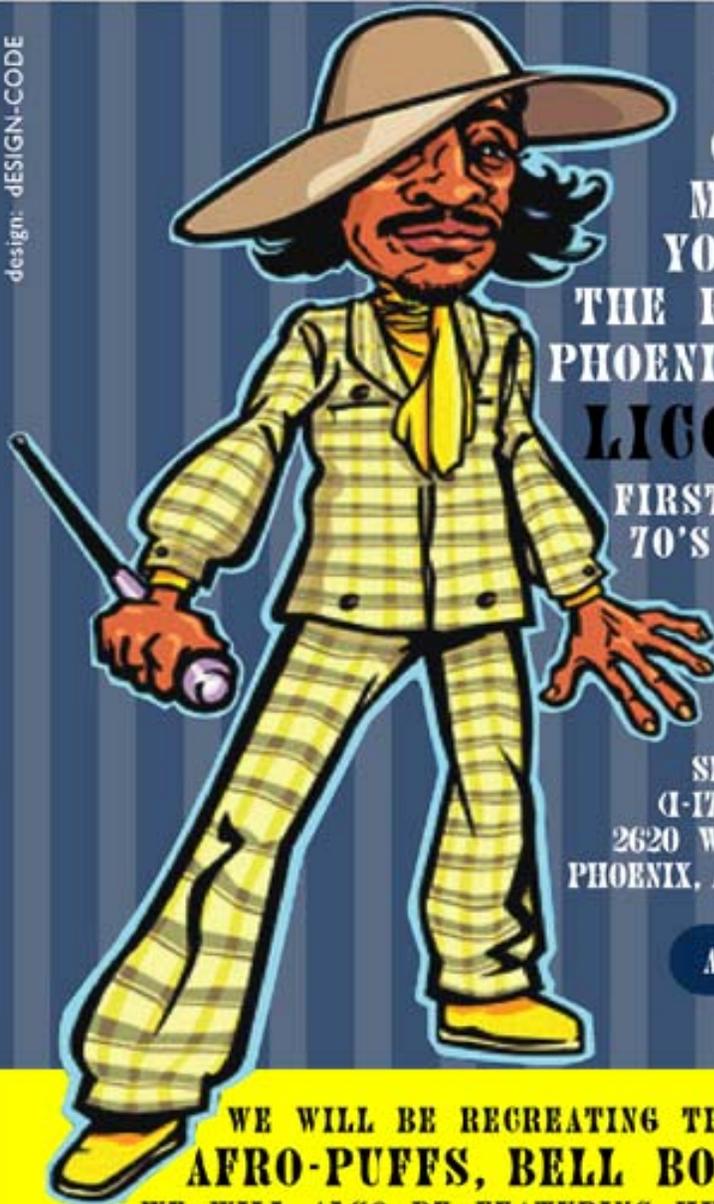
**Professional Black Women's Alliance Las Vegas:** The group meets on the second Saturday of every month at the West Las Vegas Library. Location: 951 W. Lake Mead. For more information contact: 702-631-0000.

### 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](http://www.nmsdc.org).

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MAN, GOME GET  
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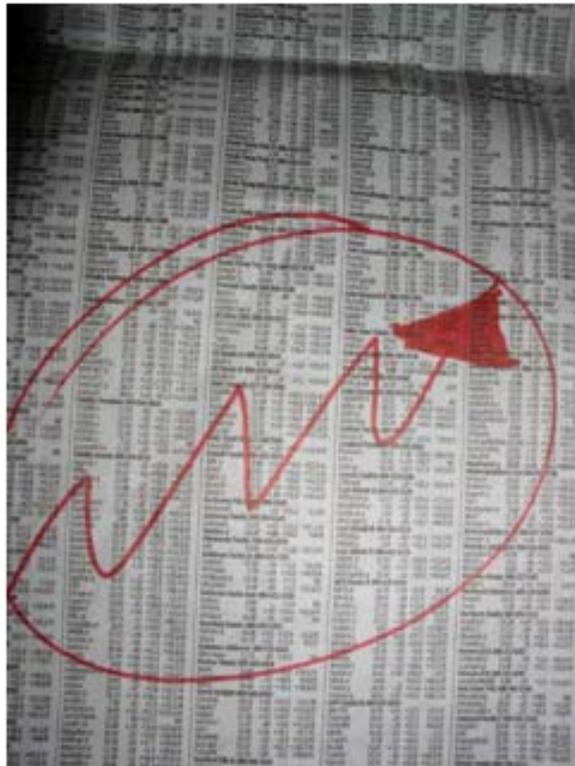
Connecting.the.Dots

Connecting  
.the.  
Dots

Many of our readers have asked me how to get into the publishing industry. My answer has been consistently like the old Nike adage - Just Do it! Admittedly, there's much more to it than that but, not much. Depending on the type of publishing you're interested in, you could conceivably go into business with less than a hundred dollars or as much as a million. You decide. Whether you'd like to own a publishing company or work for someone as an editor, publicist, copy writer or novelist, the steps to becoming involved in such businesses are small in number.

There is, however, nothing that can take the place of education, i.e., college courses, but many other authors and professionals in the area and I have found that sheer determination and a bit of dumb luck have been our best friends. In this issue we have sought to give a glimpse of how the publishing machine works. We have also taken the liberty of including some very useful links on the publishing industry. As stated before, this is but a glimpse. We will seek to cover this area more as the industry changes and the years come and go.. **TEC**

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The most successful publications will be those who have---and build on---their strong brand name. Publications that just sell their name to the highest bidders will lose the strength and credibility of their brands.

## 4 Marketing Trends in the Publishing World - How these trends will effect African-Americans

By Michael Henry

I am very encouraged about the future of publishing, the cultural influences the printed word has had on the world, and the connection African-Americans have to the industry. Publishing has undergone substantial changes. From books, newspapers, magazines and online media, clearly, more changes are on the way. Those changes will have a significant impact, but will for the most part, make the industry stronger. Following are some of the leading challenges and opportunities I believe the publishing industry will face:

- **Demographic Shift.** The publishing industry will have to determine how to deal with the challenges and opportunities presented by changing demographics, particularly the aging of the baby boomers and greatly increased ethnic populations. The change in family, education, and economic structures will affect the future of publishing. For example, over the next 20 years, publications targeting African-Americans will have to further reflect the affluent and active lifestyles only covered by a few publications today in order to maintain market share.
- **Branding.** The most successful publications will be those who have---and build on---their strong brand name. Dramatic growth can come from spin-off magazines, books, television programming, licensing, and the Internet. But, these brand extensions must be appropriate for the brand and be able to add to its strength. Publications that just sell their name to the highest bidders will lose the strength and credibility of their brands. Examples of a success extension are American Legacy a publication about the history of the Africans in American recently released a spin-off called Woman, about the contributes of women role in that history. Also look for Savoy Magazine with Savoy Professional and Essence Magazine with a new fashion publication called "That." See Chart 1.

**Chart 1: Examples of Product Extension of Publications and Publishers**

<u>Name of Publication</u>	<u>Product Extension</u>	<u>Extension Type</u>
American Legacy Magazine	Women By American Legacy	Magazine
The Source Magazine	The Source Music Awards	Award Show
Savoy Magazine	Savoy Professional	Magazine
Black Enterprise Magazine	The Black Enterprise Bus. Rept.	Radio Show
Vibe Magazine	Weekend Vibe	Television Show
Essence Magazine	THAT Magazine (coming soon)	Magazine

Continued on the next page

## Marketing Trends continued from the previous page

- **Niches.** We will see more publications targeting African-Americans by focusing on subjects that are of interest to specialized groups of readers. Entrepreneurial individuals still want to start their own publication and publishing companies will want to start additional newspapers and magazines because they believe there is subject waiting to explore or an attitude waiting to be reflected in a new publication. Successful examples of pioneers in targeted publications are Blacks on Wheels, and Homes of Color.
- **Profitability.** The driving force behind new publications is revenue. Revenue for the magazines and newspapers are closely aligned to three different sources advertising, subscriptions, and single copy sales accounting for 50%, 36% and 14% respectively of magazines or newspapers revenue. With the recent downturn of the advertising industry, it will be difficult for neophyte publishers to handle the financial drain. In order to lighten the load, publishers like other companies are looking to outsiders to drive profitability. A publisher can outsource everything from graphic work to advertising sales, saving the publishers thousand maybe millions of dollars per year.

These marketing forces will determine the leaders and followers in the 21-century publishing industry. With the addition of new mediums like the Internet and wireless devices, the publishing industry is sure to continue to innovate. Since the inventions of the printing press (Did you know William A. Lavalette an African-American was awarded patent number 208,208 in Sept. 17, 1878 for improvements to the printing press?) to modern day pioneers of publishing powerhouses, African-Americans have played and will continue to play a major role in the publishing industry. **TEC**

### Links- African American Publishing Industry

<http://www.aasm.com/pubs.html>

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

[http://www.publishing.about.com/cs/african\\_american/](http://www.publishing.about.com/cs/african_american/)

[http://www.queenhyte.com/dobb/dobb\\_aug02.html](http://www.queenhyte.com/dobb/dobb_aug02.html)

<http://www.bellaonline.com/articles/art11392.asp>

<http://www.publishing-industry.net/>

<http://www.amazon.com/exec/obidos/tg/detail/-/0205166121?v=glance>

<http://www.simbanet.com/products/>

### Most Comprehensive Websites: TEC Picks

[www.jdpublishing.com](http://www.jdpublishing.com)

[www.asilvertongue.com](http://www.asilvertongue.com)

"We, the people." It is a very eloquent beginning. But when that document [the Preamble to the US Constitution] was completed on the seventeenth of September in 1787 I was not included in that "We, the people." I felt somehow for many years that George Washington and Alexander Hamilton, just left me out by mistake. But through the process of amendment, interpretation and court decision I have finally been included in "We, the people." -**Barbara C. Jordan**

# "7 Steps to Becoming a Successfully Published Novelist"

By Denise Turney



**D**o you want to earn a living as a novelist? It is possible and you can do it, but first there are 7 key steps you need to take. Before I tell you about those steps, I want to make sure you understand a very important fact – earning a living as a writer demands that you be professional. The book industry is a business, and if you hope to become successful in this industry, you need to appreciate the "business" side of the field. That said, let's begin!

**Step 1 – Write.** I recommend that you write something each day or commit to writing a minimum of 10-15 hours a week (to start). Don't worry about perfecting the first draft. Get the story down. Let yourself go. Tell your inner-critic to take a vacation. You don't want to put handcuffs on what could be a best-selling novel.

**Step 2 – Edit.** Congratulations! You've completed the first draft of the story you've been dreaming about putting on paper for months . . . maybe years. Step away from your first draft for 1-2 weeks. Then return to the draft and begin the first round of a series of hard edits. Continue this process for 3-4 edits - until the manuscript is smooth (i.e. your story's characters are strong, the dialogue is believable, the plot is engaging, the grammar and spelling are accurate).

**Step 3 – Edit Professionally.** Consult an editor with a proven track record at bringing an already polished manuscript to its highest form. Ask for references (names and book titles of other writers the editor has worked with). Contact those writers and ask them if they would recommend the editor for your book. If so, and after discussing contract agreements with the editor, submit your book for a professional edit (always keep a copy of your work at all times).

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Continued on the next page

## 7 steps continued from the previous page

**Step 4 – Contact Agents/Editors.** While your manuscript is being edited professionally start submitting query letters to agents and editors. Of course, if you decide to independently publish, you can skip this step. A few directories that list agents and editors and the types of work they seek are: Literary Market Place (LMP), Writer's Market Guides, and the International Directory of Little Magazines and Small Presses (these directories can be found in the reference section of libraries and bookstores).

**Step 5 – Marketing Plan.** Research the book market. Know where your target audience (i.e. elderly couples, college co-eds, Black women who compete in marathons) frequents both on and off the Internet. Create a detailed plan showing how you will reach your book's target audience (the people most likely to buy your book). A few ways you can reach your target audience are through press releases, direct mailings, book signings, definitely create and regularly update a web-site, and give speeches.

**Step 6 – Printing.** If at this point you have not secured a contract with a small press or mainstream publisher, continue sending out query letters and synopsis of your book. If you are going to independently publish your manuscript, contact and price printers (the price ranges for printers can vary significantly). After you find a printer you feel comfortable with (again request samples of books they have published; remember, you're a professional and professionals work with other professionals), send your manuscript out to be printed. An important note: if you are independently publishing your book, make sure it's clean (perfect) before you send it to the printer as late corrections may add to the cost of your printing.

**Step 7 – Get the Word Out!** Congratulations again! You have a finished/bound book in your hands! From this point forward you will implement your well-researched and well-honed marketing plan. Get those press releases out to the media. Schedule book signings and readings. Attend writer's conferences and festivals.

Becoming a successful novelist is half art/half marketing. Study-study-study the market. Become familiar with the types of books certain publishers print. Know your target audience. Continue to write, edit and sharpen your writing craft. The process is incredibly rewarding and unending.

To get started in your study of the industry refer to: [How To Self-Publish and Market Your Own Book](#) by Sara and Mack Smith (valuable even if you publish your book through a mainstream publisher), [The Self-Publishing Manual](#) by Dan Poytner, and [1001 Ways To Promote and Market Your Book](#) by John Kremer. Get started! **TEC**

### **Great reads for aspiring writers and publishers:**

**The African American Writer's Handbook: How to Get in Print and Stay in Print** by: Robert Fleming

**The Internet Publishing Handbook** by: Mike Franks

**Internet Publishing and Beyond: The Economics of Digital Information and Intellectual Property** by: Edited by Brian Kahin and Hal R. Varian



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News Release Development  
Editing  
Event Planning  
Trade Shows

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**Co-Authors/Publishers:**

Michelle Fitzhugh-Craig and MaryAnn Morgan

**Literature:**

Living in the Moment:  
A Guide to Living a Full and Spiritual Life

**Type:**

Faith Based/ Inspirational

**Location:**

Chandler/Phoenix, Arizona

**Phone:**

480.857.2587 Morgan  
602-435-8524 Fitzhugh- Craig

**Website:**

[www.shadesmagazine.com](http://www.shadesmagazine.com) - Fitzhugh- Craig  
[www.maryannmorgan.org](http://www.maryannmorgan.org) - Morgan

**Employees:**

None

**Affiliations:**

Morgan, MaryAnn Morgan Charities Program  
Fitzhugh- Craig, Member- Sisters of Planned  
Parenthood publisher Shades Magazine.

Continued on the next page

## Profile continued from the previous page

**Description:** Living in the moment: A Guide to Living a Full and Spiritual Life is a must have book. It is a spiritually based book that can be used time and time again as a guide to dealing with many of life's issues much like some of the already popular books like the Chicken Soup series. While it is not a large book and the print is a bit larger than others like it, Living in the Moment is full of substance and can be used as a source of empowerment. Our book is being very well received.

**Background:** Initially, we meet while I (Morgan) was participating in a research study for a MSNBC special at the University of Arizona (UA) with Dr. Gary Schwartz in the Human Energy Systems Laboratory (Morgan, using new age terminology, is a medium). A medium is a person who is used as a spiritual intermediary between the dead and the living.

My co-author (Fitzhugh- Craig), at the time was a reporter with the Arizona Republic newspaper and was assigned to cover the story. Michelle is very involved with writing and publishing. She is CEO/Editor-in-chief of shades Magazine, President of the Arizona Association of Black Journalists, Editor of Arizona's Black Pages and is a Freelance writer/reporter. I am not a writer. My background is in the area of theology.

**Breakthrough Opportunity:** While demonstrating my abilities during the MSNBC special I (Michelle) felt something compelling. MaryAnn was reading a person in the laboratory that I was not acquainted with, but coincidentally, she began to pick up vibes or messages, if you will, about someone in my life. We had never met, but she was right on with some very private thoughts about a person who'd passed earlier from my life. The information MaryAnn had harnessed and was presenting was uncanny. After the show we talked, we meet for lunch later, clicked and became friends. We both wanted to do something together but had not discussed exactly what we'd both like to do. Then, one day MaryAnn called and asked if I'd ever written a book. I replied, no. She then said we'd write one together and we did.

**Clientele:** We'd like to say that our book is for everyone, even atheists. It's for those who are seeking answers. Those who might find our publication interesting are those who have an open mind. Of course those who are skeptics may find it equally interesting as a conversation piece. However, skeptic or not, whomever reads *Living in the Moment* will undoubtedly be moved.

**Market:** The market is rich for this type of literature. Unfortunately, there are those who are not sincere within this very same market and are predators. MaryAnn is not a psychic. She is very much lead by the Creator.

**Co - Author Focus:** Those who co-author a book should be able to listen well to each other. Once this happens, along with any other already documented works or process in place, listening enables the authors in becoming more sensitive to each other's exact meaning. This creates better project fluency.

**Motivation:** Originally, the book was going to be about MaryAnn's life, an autobiography, and how she is connected with the other side. But as we began to work more and explore the topic of mediums and spiritual fulfillment, the project turned to a book about messages from the other side.

**Process:** Basically, I talked and Michelle wrote. Michelle, is an excellent writer. She developed a basis for our book and I filled it in with hours upon hours of messages and information as to what they meant. We began the process of developing the book at the top of 2001 and ended just before 9/11. It went to print in March of the following year.

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Profile continued on page 24

# Pitfalls of Utilizing a Temporary Agency to Meet Your Company's Labor Needs

By Barry Swift



Co-employment is taking many businesses by surprise. Discovering your company is a "co-employer" or "joint employer" can be particularly devastating when you consider the person bringing the lawsuit to be someone else's employee. Little wonder that "who's the boss" has become such a common question in today's contingent workplace. If you are charged with managing your company's workforce, you likely manage contingent employees (in high tech companies this is almost a certainty). Changing and complex laws governing contingent employment are dramatically changing your legal environment. You need to know how and when the changing laws affect you and how to recognize and avoid these legal pitfalls.

## What is Co-employment?

Co-employment is a legal doctrine which applies when two businesses exert some control over an employee's work or working conditions. Relationships between temporary staffing agencies or employee leasing companies with client businesses are natural examples and thus easy targets in lawsuits initiated by contingent employees.

## Federal Employment Law

Various federal employment laws and regulations provide explicitly for co-employment and joint employment liability. The Fair Labor Standards Act (FLSA), which protects worker wages, hours, overtime and minimum wage and related matters through regulations issued by the Federal Department of Labor, provides specific projections involving co-employment and joint employment relationships. Labor Department regulations offer specific criteria describing when joint employment relations may exist, where: 1) there is an arrangement between the employers to share the employee's services, 2) one employer is acting in the interest of another employer in relation to the employee, and 3) the employers may be "deemed to share control" of the employee. If a joint employment relationship is identified, both employers can be held liable for with FLSA's wage and hour laws. The Labor Department's Wage and Hour Division states specifically that "employees of a temporary help agency working on assignment in various business establishments are joint employees of both the agency and the business establishment in which they are employed. The Family and Medical Leave Act specifically provides for co-employer liability in temporary employment cases.

## Learn Now, Not Later

Take the time now, not later, to learn what co-employment really means to your company and your particular staffing situation. If your firm utilizes temporary or leased employees, learn what proactive steps your placement agencies or employee leasing firms are taking to avoid potentially costly employment liability risks. Learn what additional proactive steps you can take to avoid potential claims by your contingent workers. Seek legal advice from your firm's (or outside) legal counsel. The more you learn and do now, practicing proactive management, the less your company may have to pay later. **TEC**

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[www.TheEbonyCactus.com](http://www.TheEbonyCactus.com)

## Profile continued from page 22

**Sales:** Initially, we had 2,500 printed. We've been very lucky in that our books have been selling at forty-five units per week since September of last year. Amazon.com has roughly 17 million books on their sites. Earlier this year we were number 1 million. Barnes and Nobles also have millions of books but earlier this year we went to the three hundred thousands. So, we aren't best sellers yet, but our move rate shows we are being noticed, read and purchased.

**Quality:** We've ensured that the development of this book was clearly thought out and that it was well written. It's a motivational book (like Chicken Soup for the Soul) that can be read time and time again. Our presentation is very professional and are highly respected wherever we are asked to discuss it. Living in the Moment is very deep and has been compared to the Covey and Soup for the Soul literature.

**Responsibility/ Impact:** We take our book and the development of it very seriously. Others have also. Just a few months ago, representatives of television personality John Walsh of American's Most Wanted got in touch with me ( MaryAnn) and now I am working with the Center of Missing and exploited Children. **TEC**

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## News Continued from page 8

### African American Books gain momentum online "bookstore gains over 100,000 Web Site Hits"

Queens, New York- African American books gain momentum as online bookstore gains over 100,000 web site hits in fifteen months. African-American books are experiencing a record number of sales. New book sales by published African American authors are at an all time high. C & B Books special niche caters to promoting new aspiring & self-published authors. C & B Books is a unique multi-cultural bookstore online located at [www.cbbooksdistribution.com](http://www.cbbooksdistribution.com) which promotes authors of best selling titles and carries top authors. C & B Books Distribution Center was founded by Carol Rogers in 1995 to better serve the reading needs of the general public and promote aspiring authors and self-published authors.

C & B Books has a special Aspiring Authors Club where they promote authors both online and offline through a variety of promotional campaigns. C & B Books Distribution Center established their web site on February 1, 2002 and has become the reader's choice for best selling titles and top authors on the World Wide Web. C & B Books Distribution Center is celebrating the Milestone of 100,000 Web Site Hits by offering consumers free membership in

their online book club. Consumers may join C & B Books Distribution Center ([www.cbbooksdistribution.com](http://www.cbbooksdistribution.com)) by logging on to our web site and clicking on C & B Books Club Membership. During the last year C & B Books has participated in the Circle of Sisters Expo in New York City. (718) 591-4807

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### Riverside Community College L.E.A.D. Program Hosts Dr. Letitia S. Wright, D.C. For Diversity Workshop

Riverside, CA—October 10, 2003 – Each year Riverside Community College seeks to put on meaningful conferences and workshops for students. The L.E.A.D. program hosts speakers each week on topics of leadership, diversity and excellence. This year the Norco Campus L.E.A.D. Program will host Dr. Letitia S. Wright, D.C. who will lead a workshop on diversity. "I look forward to speaking with students each year." says Dr. Wright. "The college student is about to step into the world and make some changes. I want to be a positive influence on them." The free diversity workshop is on October 30, 2003 will be held in the library from 12:40 PM to 1:40 PM

Dr. Letitia S. Wright, D.C. is the host of The Wright Place Regional Television Show seen in 5 million homes throughout Southern California. The Wright Place is New Year Goal Guests, Fresh Start in 2004 guests that want to reach women ages 25-55 in 5 million homes. Panel ads and on Camera interviews are available. Contact: Dr. Letitia S. Wright, D.C., The Wright Place 8300 Utica Ave 3rd Floor. Rancho Cucamonga, CA 91730. 909-635-2040 [www.wrightplacetv.com](http://www.wrightplacetv.com) [Info@wrightplacetv.com](mailto:Info@wrightplacetv.com)  
**TEC**

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### NMAC to Award 100 Computers to Qualified CBOs

One hundred qualified community-based organizations (CBOs) across the United States and its territories will receive a computer grant from the National Minority AIDS Council's (NMAC) 2003/2004 Equal Access Initiative Computer Grants Program. Sponsored by the [www.nih.gov/od/oar/](http://www.nih.gov/od/oar/) National Institutes of Health (NIH), Office of AIDS Research (OAR), the program provides minority CBOs with access to the Internet's opportunities for communication, collaboration and technical support. The wealth of health care information online can help CBOs improve their current client prevention and treatment education programs and create their own website content.

News continued on next page

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## News continued from previous page

The computer grants program develops CBO Internet capacity by providing the following equipment and training:

- A complete desktop computer system with all necessary hardware, including the central processing unit (CPU), monitor, modem, keyboard, mouse and Windows-based software to support Internet connectivity;
- \$100 to purchase additional software or system upgrades tailored to the specific needs of the CBO, such as database, graphics or virus scan software;
- 24-hour telephone support for one year for all hardware and software, to be provided by the computer vendor;
- \$300 for dedicated telephone line service specifically for Internet access, including installation costs and monthly fees. Any charges above \$300, including long-distance charges and all telephone line fees, will be the responsibility of the CBO; and
- A \$500 grant for an Internet training course, selected by the CBO, for staff and clients. Though costs above \$500 will be the responsibility of the CBO, organizations should not limit their training plans to this amount.

Please note: A printer is NOT included in this grant. Computer systems are to be used by clients and staff to access online treatment and prevention information. They are NOT intended to provide general Internet access for the CBO. For additional information, please refer to either the:

[ga1.org/ct/87zpzZ91id1m/ComputerGrantsApponline](http://ga1.org/ct/87zpzZ91id1m/ComputerGrantsApponline) online or  
<http://ga1.org/ct/8dzpzZ91id1j/ComputerGrantsAppPDF> printable application forms. Otherwise, contact the Computer Grants Coordinator by: [equalaccess@nmac.org](mailto:equalaccess@nmac.org) e-mail or telephone: (202) 483-6622 ext. 355. All applicants must send a copy of their IRS 501(c)(3) form. Those CBOs submitting printable applications also must send the original form, as well as five copies. All materials must be received by 5:00 p.m., on Monday, December 1, 2003, at the following address: National Minority AIDS Council Attention: Computer Grants Program 1931 13th Street, NW Washington, DC 20009

Please note: Due to the large volume of applications received, NMAC CANNOT accept applications submitted via e-mail or fax. Also keep in mind that only CBOs who

have not received a computer grant in the past may apply. Applications submitted by past recipients, commercial enterprises and individuals will not be considered. <http://www.nmac.org> **TEC**.

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## \$100 Million in Funding Announced

PHOENIX, AZ.- The Phoenix office of Crown West Realty, LLC has announced that it has arranged an additional \$100 million in investment capital to acquire undervalued and distressed properties in Phoenix.

Bob Olshan, the company's asset manager for the Southwest, said \$25 million has been committed by Petrus Investors 2003 L.P. and \$75 million by supplemental bank facilities.

"Our strategy is to reposition properties that are under performing and not fully realizing their revenue potential. We are commercial real estate turn-around experts," Olshan said.

Crown West has been acquiring properties in the Phoenix market for the past two years and has acquired three office properties totaling approximately 400,000 square feet. These include Elliot Corporate Center in south Tempe, Southbank Business Park at 3402 E. University Drive and Broadway Court at 3230 E. Broadway, both in Phoenix.

In addition to pursuing opportunistic office and industrial properties, the firm is an active acquirer of stabilized office and industrial properties and is also a developer of speculative and built-to-suit industrial and office projects.

Crown West, a fully-integrated commercial real estate development, investment and management firm, currently owns and manages over six million square feet of office and industrial properties, predominately in western U.S. markets. Crown West is headquartered in Spokane, WA. with offices in Phoenix and New York City. The company is a wholly-owned operating subsidiary of Petrus Partners, a New York based private equity investment firm.

"We are always looking for properties in Phoenix to which we can add value," Olshan said. Rita Sanders /Phone: (480) 967-8714 **TEC**.

**Got announcements? Fax them to  
The Ebony Cactus magazine  
Email to: [ECMagazine@aol.com](mailto:ECMagazine@aol.com)**

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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](mailto:publisher@TheEbonyCactus.com). Let us help you Make It Happen!

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Travel/Vacation Services

Etc.?

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

Advertise in The Ebony Cactus.

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# In Future Editions of the Ebony Cactus

November 6th, 2003

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Space is available for sponsors or advertisers in this issue: Call 602-821-8191 Space closes October 20th, 2003.

November 20th, 2003

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Space is available for sponsors or advertisers in this issue: Call 602-821-8191 Space closes November 6th, 2003.

December 6th, 2003

Christmas Edition

Space is available for sponsors or advertisers in this issue: Call 602-821-8191 Space closes November 20th, 2003.

December 20th, 2003

Year in Review

Space is available for sponsors or advertisers in this issue: Call 602-821-8191 Space closes December 6th, 2003.

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1/4 page (3.5 in x 4.75 in)	Regular price	\$220	\$200
1/8 page (3.5 in x 2.375 in)	Regular price	\$110	\$100

***"A picture is not worth 1000 words on the Internet. The information is in the text."- The Famous Bill Austin, 1999***

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## LEGAL

The various incarnations of the internet are new and exciting vehicles for the distribution of information. Regrettably, they are still far less than perfect and not fully controlled or secure. The Ebony Cactus magazine is distributed only by the website, by e-mail subscription or by direct e-mail request. The Ebony Cactus Magazine (TEC) therefore cannot warrant that the function or operation of The Ebony Cactus magazine Electronic Document, autoresponder, The Ebony Cactus website or linked websites will be free of defects, that defects will be corrected, or that they will be free of viruses or other harmful elements.

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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

\$500 .....Table of four

\$125/person .....Table seat

Table seating includes dinner buffet, drink voucher and dessert.

\$65/person .....Mezzanine seating

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

\$40/person .....Balcony 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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