

THE EBONY CACTUS magazine

Vol. 1. No. 6 September 1st, 2002

An New Perspective on Business



South
Mountain
Visions

The Legacy Golf Course

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Making it Happen!

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Making it Happen!

Issue 6

Welcome to the sixth edition of The Ebony Cactus magazine. This issue we profile two entrepreneurs and two businesses, bringing the grand total of showcased organizations to 35 in 21 different categories. If we can continue at this rate, we will reach 80 complete profiles on our first anniversary in March 2003.



This Issue's Theme, South Mountain Village

Beginning with this issue, we are now publishing twice a month. To celebrate this change, in this issue we are focusing on our home neighborhood, South Mountain Village (SMV). There is so much beauty in SMV that it could not be represented in just one cover, so we have two. The covers display two important SMV landmarks. On the right, the golf course at the Legacy. On the left, the fountain at the Pointe South Mountain. To pull down a copy of the issue with the cover of choice, just click the image to the right or



left, or go to our web site at

www.TheEbonyCactus.com.

Who is reading the Ebony Cactus?

It is humbling to learn so many of you think well of us. We are read by professors at Arizona State University (we hope as good examples for their classes not as poor ones), staff and management in organizations from Intel and Motorola, to the Girl Scouts and YMCA. We have readers in city, county, state and federal governments. We have readers in the military. We have readers across Phoenix Metropolitan, Flagstaff, and Tucson. We have readers in California, Colorado, Nevada, Tennessee, Maryland, Illinois, Virginia, and Florida.

So who are the readers? To our knowledge, there are about 12,000 of you per issue and this number is increasing at about 20% to 25% monthly. Most are African American though the readership is increasingly multi-ethnic. Many of you seem to be doing well in life. According to the U.S. census, 58% of you have family incomes exceeding 50K, 35% have family incomes exceeding 75K and 42% of you hold a bachelors degree or greater. Our web statistics tell us the majority of you access The Ebony Cactus at work between 8am and 5pm. However, we need to know a lot more about your needs. Write us and let us know what you think, good or bad about our magazine. The only way we can get better is through your input.

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 WEALTH. Let other folks know about the Cactus. Send them a copy. We are now in the "Idea Economy" and the more knowledge that is shared, the better off we all are.



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For details about this change, please see page 3.

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Staff

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

Marketing
Life Strategies Consulting

Contributing Writers

Ella Dawson
Darrel Keesey

Graphics/ Art Magazine:
Dr. George Brooks Jr.

Web Page
Karl Rothweiler

Proofing
Amanda Miller
Susan Morris

Photography
Angela Miller-Brooks
Dr. George Brooks, Jr.

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To Reach Us:

Mail: P.O. Box 24982
Tempe, AZ 85285-4982.
Phone: (602) 821-8191

Publisher:

Publisher@theebonycactus.com

Editor:

Editor@theebonycactus.com

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South Mountain Visions

During a luncheon one smoldering July afternoon, I noticed a refined executive - type woman stride across the resort's dining area to a preselected booth. Girdled by a host of "eager to please" entry-level businesswomen, there was no doubt in my mind that she was in-charge. I'm sure you've seen her before. She is confident, technologically prepared and business savvy. Arguably, some would consider her a business *Femme Fatale*. I however, would describe this woman as an Alpha Female, a special breed who has no problem shattering glass ceilings. Whatever the title, she was in rare form as she demonstrated her ability to use her surroundings and the people within it. Her goal was simple, to optimize her power. As she ascends in the business world she's learned the old cliché "All Eyes on You."

The Alpha business person could be male or female. Business strength does not recognize gender. Additionally, it is true that when you're doing well, or perceived as doing so, everyone is actually looking at you. Please understand, you don't have the option of slipping. If you do, be prepared to feel the chill of your competitor's wind as they race pass you. They too are on the way to securing the deal.

There's no excuse for not presenting well or keeping yourself abreast of technology. The reason? People typically do business with those who demonstrate that they can also do business at the same or higher caliber. Make all the necessary investments, then swallow the check book. It's better to have more technology on the front end than to have a laborious time adding programs on the back end. Purchasing tech's *Le dernier cri* (the latest fad) is definitely not my counsel. I am encouraging you to research your needs then purchase accordingly.

Our business profiles this issue focus on RCD Cleaning, Inc. and RightTrac, Inc., a Phoenix - based aquaculture consulting business. Both RCD and RightTrac are definitely ones to watch. They are both successful within their own areas of business and I am sure that they have learned the art of utilizing resources for optimum desired results. Enjoy!

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I was born and raised in what is now called South Mountain Village, in a part that I understand was not annexed into the city until 1960 or so. My neighborhood was one of those classic ones you only read about in books. My father was the local preacher.



Photo by Ossie Harris

Next door lived Mrs. Helen Mason the founder of the Black Theater Troupe. I spent more time in the mulberry tree in her back yard than at home. Next to her lived the Teachers, the Farthings. Down the street in the Big house lived Dr. Wormely, the local physician. Due to Jim Crow, during spring season, the great baseball player Willie Mayes stayed on my street because he could not stay with the team. Within our local neighborhood were also individuals who would become college professors, state senators and city councilmen. I grew up with the kids on this street and with their parents. Like they say, if you did something wrong, you got spanked all the way home.

The area was still largely rural. There was a chicken farm next door. Because of the open canals, there was still a lot of wild life from toads to feral domestic rabbits. In those days I was fast enough to run down those rabbits. It was from there I learned what the

claws on those rear paws are used for. There were no gangs, only the local bully and he could be dealt with. With Wallace and Ladmo on TV and toads to catch after a rain, it was a good life for a kid.

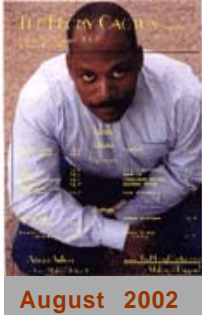
In 1964 life in my neighborhood changed. Many of the more affluent or educated left to live in Tempe and other parts of town. I really can not blame them for they now had the right at last, to live where they wanted, not where they had to. Regrettably however, the community was devastated by this brain drain.

For those of us who stayed, watching the changes in the community was disheartening for we knew what South Phoenix was and what it could be. We knew a community needed to maintain its diversity to survive. We grew weary of the constant drone from the media about how bad things were. The Rio Salado project was turned down many times by those who "didn't want to build a park for a bunch of minorities". Heck, for years there were no bridges built across the Salt river because "it was less expensive to let the river wash them out and then to rebuild them".

Now, almost 40 years later with an influx of new residents and new development, as a recent news paper article suggested, South Phoenix is rising. For those of us who have always been here, it never set. Enough for now, on with the show.

The following are a few of the letters we received this month regarding TEC. Some have been edited for length.

Angela,



Just saw the story on me and my novel. Thank you so much for your efforts to get my news out there. I've just received a phone call from the Walter Cronkite School of Journalism (it's a top-3 journalism program out of ASU) to speak before their incoming class in the Multicultural Journalism Studies program because one of their professors read your magazine!

Also, the East Valley Tribune is including me in an article. Again, thank you for everything and stay in touch.

Sincerely,

Mark Crockett

Angela,

Thank you for sending me the August copy of Ebony Cactus Magazine. Congratulations to you on a fine publication. You profiled several fine professionals: the Honorable Judge Jean Williams, an incredible woman; Mary Mitchell, a dynamo at the Girl Scouts; and Larry King, an impressive political candidate.

Paula Cullison

Hey George,

The e-zine looks great. Its full of content and interesting viewpoints.

Yours

Brian W. Mosley

FREE CONFERENCE TO EXPLORE ISSUES CONFRONTING AFRICAN-AMERICANS WITH DISABILITIES

- African-American students are almost three times more likely to be identified as "mentally retarded" and have a higher likelihood of being placed in segregated settings than their white counterparts (Civil Rights Project, Harvard University, 2000).
- Nearly 3/4 of African-Americans with disabilities are unemployed (United States Census Bureau, 1994-95)
- African-Americans with mental health needs are less likely than their white counterparts to receive treatment (United States Department of Health and Human Services, Office of the Surgeon General, 1999)

These are just a few of the obstacles encountered by African-Americans with disabilities. In attempt to address some of these issues, the Arizona Center for Disability Law and the Arizona Association of Black Psychologists will offer a free half-day conference on September 28, 2002. The conference, "Getting to Know Your Rights: An Educational Issues Conference on Disabilities and the African-American Community," will focus on providing people with disabilities and their family members with information about their legal rights in the areas of special education, employment, health care and mental health care. It will be held from 10 a.m.- 3 p.m. at South Mountain Community College, which is located at 7050 South 24th Street in Phoenix.

In addition to providing information, the conference will assist attendees in connecting with resources available in the community and will include family entertainment and free lunch for all participants. According to conference organizer, Renaldo Fowler, "The conference is sure to be both informative and fun for all who attend. We welcome the opportunity to supply the community with much needed information on the barriers encountered by African-American with disabilities, while also providing a casual atmosphere where people can come to relax and meet others who share some of their concerns."

Individuals must register by September 13, 2002 by contacting the Arizona Center for Disability Law at the telephone numbers or email address listed above.

The Arizona Center for Disability Law advocates for the legal rights of persons with disabilities to be free from abuse, neglect and discrimination and to have access to education, health care, housing, jobs, and other services in order to maximize independence and achieve equality.

Funding for this conference is provided by the Betty Fairfax Fund for Educational Equity.

CONTACT:
Renaldo Fowler
Arizona Center for Disability Law
(602) 274-6287 or 1-800-927-2260
rfowler@acdl.com

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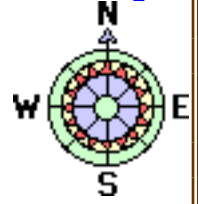
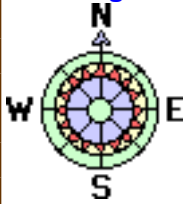
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Entrepreneur Profiles

By Angela Miller-Brooks

Name: Linda Stewart- CEO
Vander Himmons- CFO
Business: LAS Catering
Type of Business: Customized Catering Service
Location: East Valley, Arizona
Contact Info: 480-832-2761(office)
480-221-9349(mobile)
480-329-4352
E-mail: lascatering@aol.com
Years of Service: Less than a year
Employees: 1



What services do you offer? We are a customized catering service. We don't have a standard menu. We're like an on - call catering service.

How was your catering business developed? We're brand new and the business is basically a dream of Linda's. We became friends about a year ago. On Sundays, my family and I would visit her at home where she'd have elaborate dinners prepared with everything imaginable. No meal was like the last. I told her she should go into the catering business because she was an excellent cook. Linda, then told me that her father was a chef at the Museum of Science and Industry. She watched him as she grew up and that's where she gained her cooking knowledge and abilities. We basically went on from there.

In preparing for a dinner affair, what component is most important? The most important thing is to satisfy the customer. We allow our customers to decide what they want. We never try to dictate to them what they should have. If they want it, we try our best to meet their needs. If we can't, we acquaint them with others who can. So far, we've been successful in fulfilling the needs of all our customers.

Are your suppliers local or out of state? We have three main suppliers who are all located within the state.

What's your lead time when scheduling services? We like to have at-least three weeks lead time. This allows for any changes that may occur before actually begin to prepare for an event.

LAS continued on page 20

Name: Candace Hughes
Business: EnStyle Planned Events
Type of Business: Special Events Planning & Management
Title: CEO/President
Location: Phoenix, Arizona
Address: P. O. Box 47157
Phoenix, Arizona 85068
Contact Info: 602-843-9882 (Office)
602-375-0098 (Fax)
602-931-6229 (Cell)
E-mail: chughes@planenstyle.com
Website: www.planenstyle.com
Years of Service: 2
Employees: None

What is EnStyle Planned Events? My company is a Phoenix - based events planning business. Enstyle Planned Events was designed to plan events for the community, families, organizations and businesses.

When did you start your business? I started my business professionally two years ago, however, I've been associated with event planning nearly 16 years. I began with organizations such as the NAACP and Alpha Kappa Alpha Sorority in Alabama. I've performed event planning and event production for both Alabama University and Tuskegee University.



Where is your businesses focus? Currently, I'm focusing on moving slowly with my business. I'm in no rush. I feel that taking it slow and sure steps will serve me well in the years to come. I'm working on establishing my business. Getting Enstyle Planned Events' name out there is most important to me right now.

How do you advertise? I attend networking events which are always great but, the public relations tool that's working for me now is word of mouth.

Do you require much lead time? It really depends on the size of the event. If it were something such as a Fortune 500 banquet, I'd need a lead time of six months to a year.

Hughes continued on page 23

NASA Spaceflight and Life Science Training Program



Dr. Wilma Patterson

The Spaceflight and Life Sciences Training Program (SLSTP) is an intensive six-week summer program at the Kennedy Space Center in Florida for undergraduate college students interested in learning how to successfully design and conduct biological research and operations in space, and how to assess the environmental impacts of a launch site.

The program emphasizes the unique features of experiments conducted in the space flight environment and the challenges associated with planning and conducting long duration space flight missions and experiments. The curriculum also examines the use of space related technology to study the environmental impacts of the Space Shuttle Program on the Kennedy Space Center and the local ecology. Students learn that success in space research requires an integrated team of individuals with diverse knowledge, skills and abilities.

Students spend the majority of each day actively involved in planning and executing laboratory and engineering projects that span a range of Life Sciences activities of current interest to NASA. The curriculum includes lectures from leading research scientists, managers, engineers and astronauts from NASA centers, universities and industry (**editors note: This past summer 2002, the editor of the Ebony Cactus Magazine was an invited lecturer in the subject of aquatic agriculture (aquaculture)**). Students receive tours of the KSC Shuttle and Payload facilities to obtain first-hand knowledge of the processes involved in conducting life science experiments in space.

South Mountain Community College along with Dine' College, New Jersey NSCORT at Rutgers University and Tuskegee University form the NASA Academic Partner Alliance (NSAPA) for the SLSTP. Led by local recruitment coordinator Dr. Wilma Patterson, South Mountain Community College in Phoenix Arizona (SMCC) became a NSAPA partner in 2001.

South Mountain Community College's participation in this program is important. According to Dr. Patterson, "Community college students historically have not been invited to participate in such prestigious programs as NASA's Spaceflight and Life Sciences Training Program. Not only is this a unique opportunity for our students, it also indicates that South Mountain Community College prepares students to compete with students from some of the nation's most selective 4-year institutions."

Participation in the SLSTP is limited to 24 to 30 currently enrolled undergraduate college students who meet the following criteria:

U.S. Citizens
18 years of age or older
Undergraduate through non-graduating seniors
Minimum freshman year completed at program start
Pursuing a hard science or engineers major.
Minimum GPA of 3.0

For more information go to <http://slstp.nasa.gov>

Spaceflight and Life Sciences Training Program
Attn. Applications Office
Tuskegee University
100 Campbell Hall
Tuskegee, Alabama 36088

South Mountain Community College
Dr. Wilma Hall Patterson
Division Chair Mathematics, Science, Engineering
7050 South 24th Street
Phoenix, Arizona 85040
wilma.patterson@smcmail.maricopa.edu
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RighTrac Inc.

Type of Business: Aquaculture R&D Consulting
Officers: James T. Hicks President
Dr. George B. Brooks, Jr. Vice President
Location: Phoenix, Arizona
Address:
Contact Info: 602-278-2490
E-mail: jamesthic@msn.com
Year Established: 1994

What is RighTrac? RighTrac is a research, development and consulting firm focusing on the farming and husbandry of aquatic animals and plants. The technical term for this is Aquaculture.

What are your products and or Services? RighTrac's motto is the old Chinese proverb, "Where there is water, there should be fish". Water is a valuable commodity for Arizona cities and farms. Many farms however, are going out of business because they can no longer afford the water. We have developed techniques and technologies to allow fish and shrimp to be grown in farm irrigation water before it is used on the land crops. This could add significantly to a farms profitability.

Why did you go into this business? We went into aquaculture as a result of George's academic interests and the recognition that we could assist the Arizona agriculture industry to be more economically sound.

Arizona is mostly desert, so why grow fish here? There is more water here than most folks realize. We specialize knowing how to use it properly and profitably. Also, this is where our personal resource and knowledge bases are.

Do you own a fish farm? No. We have leased facilities at local fish farms to perform our R & D work. We are now looking to open a full scale fish farm to produce African Tilapia and Giant Freshwater Prawns.



What is the potential for growth? Arizona uses millions of acre feet of irrigation water annually. It is therefore reasonable to suggest hundreds of millions of pounds of fish and shrimp could be grown using it. Also, today the United States imports more than 500 million pounds of shrimp annually. Most of this comes from overseas. Our research is demonstrating that Arizona farm raised fresh water prawns can be cost competitive with the foreign product thus providing us a marketing edge.

Do you have any advice for others? Yes, choose your business partners carefully. Those who you work with must have the ability to agree to disagree. We have this ability. Secondly choose the right combination of skills and respect each others expertise. I am a long time entrepreneur having owned a number of successful small businesses. George holds a Ph.D., in fisheries and is a nationally recognized authority on aquaculture in arid lands. Finally, learn as much as you can about how the other side works. The mutual understanding helps a lot. I am learning the science of aquaculture and George is rapidly learning business.

RighTrac continued on page 23

The Job Search Pt. 3

Special guest lecturer: Ella Dawson



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

mandedawson@qwest.net

Part 1 of my lecture began with information on the personality profile. That profile will help to identify your personality and character traits. Part 2 of the job search process related to the ability to know the "employers expectations". You are not only charged with having specific skills, but also how to be successful at and on the job. Now, let's prepare for Part 3. This segment focuses on two areas: job titles and company research strategies.

Most people look for similar jobs to the one they have had in the past. We don't tend to analyze what we really want to do. Instead, we stick to what we think we have been qualified for. We must have a knowledge of the jobs that are available and on the market. I have researched diligently and there are four resources available to us that can help with our choices of job titles.

The first resource is the OOH (Occupational Outlook Handbook). This handbook provides descriptions for approximately 250 of the most popular jobs in the workforce. The OOH is updated every two years and is provided by the U.S. Department of Labor. The resource can also be found Online using website: stats.bls.gov/ocohome.htm. You will find the latest information on salaries, nature of the work, projections for growth, job skills required, education and/or training needed to qualify for the position, working conditions, employment prospectus, advancement opportunities, job outlook, earnings, related occupations, sources of additional information, and many other related descriptions.

The second resource is the CGOE (Complete Guide for Occupational Exploration). This source explores 12,000 or more jobs and are organized into 12 interest areas. They are artistic, scientific, plants and animals, protective, mechanical, industrial, business detail, selling, accommodating, humanitarian, leading and influencing, and physical performing. When you research the CGOE, each of the 12 interest areas will be defined identifying most of the careers that may be of interest to you.

The third resource is the DOT (Dictionary of Occupational Titles). This is the only book that lists virtually every job title in our labor force. It, too, is published by the U.S. Department of Labor and has over 1,000 pages with brief descriptions for over 12,000 jobs.

Lastly, the EGOE (Enhanced Guide for Occupational Exploration). This book uses the resources from CGOE and DOT. The descriptions cover a large percent of the workforce titles with the exception of the more specialized or rarely advertised jobs.

Dawson continued on page 19

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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

Quote: "A successful person is one who can lay a firm foundation with the bricks that others throw at him or her." --David Brinkley--

The above quote is one that successful business owners can relate to. To turn things around a bit are bricks that are thrown in front of you. Construction business owners know this all too well. Without these dedicated building professionals, we would not have safe roads for travel, efficient public buildings to provide our services and venues of entertainment. Just when you think the regular headaches of staffing, weather, schedules and subcontractor issues are settled, along comes an audit from a federal agency.

Part of an audit includes a check of the I9 form that certifies employment eligibility has been verified. What is not made known to the contractor by the auditing agency is what happens when there are violations. These are sent to the INS for possible investigation at a later date.

Although honest mistakes can be made, it is in the best interest of the business to acquire the latest employer handbook from a field office and review all I9s of current employees for accuracy and compliance. For the main office in Phoenix, INS Phoenix District, 2035 North Central Avenue, Phoenix, AZ 85004. You may also visit <http://www.ins.gov/graphics/fieldoffices/alphaa.htm> for field office information or the main INS web site at <http://www.ins.gov> for the full range of Immigration and Naturalization services. There is also a customer service center at 1-800-375-5283 and for TTY service at 1-800-767-1833.

Construction contractors are a special group of business owners. These major contributors to our country are often not given the credit they deserve for their management, engineering and negotiation skills. Of special note are minority business owners. Although success should have no color, this does not alleviate the challenges that minorities have in acquiring resources, experience, capital and contracts. One equalizer has been the bidding and acquisition of federal and federally assisted contracts. Many of these contracts involve the heavy construction of our roads and bridges. Before the contracts are acquired, these businesses must submit and receive approval of an Affirmative Action Plan. Many of these contractors feel that their commitment to Affirmative Action is finished once this is filed.

Another oversight is the impression that the State or contracted agency is the responsible auditing agency. To the surprise and chagrin of many never before audited companies, they find out too late the auditing agency is the Department of Labor's Office of Federal Contract Compliance Programs (DOL/ESA/OFCCP). Companies that are service and supply contractors also fall under the blanket of this division. For construction contractors, compliance regulation comes under the authority of 41 CFR 60-4. Although the local OFCCP station will provide information booklets and seminars, they will not offer a degree of compliance for businesses until after an audit and violations are issued. Even one violation will result in the business having a burden of two progress reports for at least a year. Violations are specific with the cited regulation, however the data is not presented and how it was manipulated from your records. Many companies will advise but can they give you the numbers and show you how to be proactive?

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Business: RCD Cleaning Service, Inc.
Name: Rose C. Doyle
Title: CEO/President
Type of Business: Commercial Janitorial Cleaning
Location: Phoenix, Arizona
Address: 3131 West Lewis Ave. Suite 100
Contact Info: 602-278-0195 ext. 11 (Corporate Office)
602-278-0195 (Fax)
RDoyle9367@aol.com
E-mail:
Year Established: 1993
Awards: National Blue Chip Enterprise Award 2000
Who's Who of Executive Women
Employees: Over 200
2001 Revenue: 1 million
Expected 2002 Revenue: 2 Million

How would you characterize your company? RCD Cleaning is a full service Arizona based janitorial cleaning company. We have two locations, one being our Phoenix headquarters and the other in Tucson.

Why did you pursue this type of business? The start-up capital was low and I had prior knowledge and experience in the business. In the beginning, it was a part-time occupation where I cleaned mostly apartment complexes.

Is RCD regarded as a small company? Yes, we are still considered a small business, even though we incorporated in 1997.

Has the incorporation of your business been advantageous? Yes, we incorporated on the counsel of my business advisor and my Chief Executive Officer. The great tax breaks were a factor.

How has family been an asset to your business? They are very supportive. Family members hold the top positions. My brother, Alonzo Doyle is the CFO and Treasurer, and my sister Marilyn Doyle is our company's Vice President of Operations.

Who does your Sales and Marketing? I do all of my sales and marketing. I have a lot of help now but, when I started I was alone so I still perform a lot of duties myself.

RCD Continued on page 23

Edmund Lee Thompson, is the Director of the Department of Land and Water Resources on the Gila River Indian Community. A past member of the Tribal Council he is a former school board member and field officer while serving as the Superintendent of the Pima agency of the Bureau of Indian Affairs.

Lee attended high school near the Mexican border and did his undergraduate work at the University of Arizona where he played baseball. He later did graduate work at Arizona State University. He is married with 5 grown children (4 boys and 1 girl) and 9 beautiful grandchildren.

Lee's Keys to Success

1. First, you need to know in your own mind what you want to accomplish.
2. You need to realize that it is never going to be a direct line to your goal - big or small.
3. Lay out your strategy - which will need tweaking now and then.
4. Go after it - persevere - but do it in a nice way - That always seems to work better than "bullying" your way.
5. Always be willing to listen - not only to your supporters, but also to your critics.
6. There may be tweaking as I mentioned - There may be a time to know when to "fold them". You need to remember, there are people in this world that have the time to block you at every opportunity - don't let that happen - step back - regroup - try again from a different angle - it does happen now and then.
7. Be open minded. Don't put on blinders that prevent you from seeing all the peripheral movements.
8. Don't burn your bridges behind you. You may need to use those bridges to step back, regroup or to get to your allies.
9. Don't gloat when you accomplish your goals. The accomplishment is an inner satisfaction. It can be shared with family or intimate friends. It is a natural high.
10. Be humble. It is not an "I" thing. All goals are reached with help whether it be family, friends or a higher power.



South Mountain Visions

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

Target Area B

Today it is called South Mountain Village (SMV), a "more bucolic" appellation according to a recent edition of the Arizona Republic. As a life long resident I call it South Phoenix, South Side, Home. SMV means many different things to many people. To some I met in the mid 70's, and early 80's it was a place to be avoided. How could a nice college educated guy like I, possibly come, from let alone live, there? After all, the great R&B hit "Funky Broadway" was written about the notorious corner of 24th Street and Broadway was it not? I grew up on 19th street and Broadway, so be afraid.

As the development boom of the late 80's and early 90's spent its energy in Tempe, Chandler and Ahwatukee, SMV remained a place where investment was not to be seen. Some today still feel the area is in need of "redeeming". However for those of us who knew the beauty of the flower gardens, the wonder of the ever present wildlife, the aroma of the orchards in bloom, the adolescent intrigues of South Mountain Park (Pictured above) and the joys of the Silver Dollar Drive In, SMV was the future.

There have been million dollar homes hidden on South Mountain for years, so this is nothing new. It was however, some one raised near 24th Street and Broadway, former City Councilman Cody Williams, who is given the credit for letting the dogs out. Whether it was Cody or maybe it was just time, but the flood gates of opportunity were opened and the State has taken notice and now SMV is the place to be.

More and more information is now being published about SMV. A couple of interesting overviews are found in the Arizona Republic (August 18th, 2002), and the Arizona Business Journal (August 16, 2002). The Arizona Informant and La Vos have carried the news of the area for decades. Newer publications including the South Mountain Villager and the South Mountain District News are adding to the wealth of information. There is also a community web site (see page 18).

SMV Continued on page 18



SMV Continued from page 17

SMV has not escaped our attention at the Ebony Cactus. In recent editions we have reported on the Rio Salado Project (TECJun02), South Mountain Clean and Beautiful (TECAug02) and the South Mountain District News (TECJul02). This edition, we continue the series with a focus on Target Area B.

Target Area B

According to Target Area B development Citizens Advisory Committee (TABCAC) Chair George Young, in 1978, the four square mile Redevelopment Area bounded primarily by Broadway Road, Southern Avenue, 7th Avenue and 24 Street known as Target Area B was identified for a comprehensive revitalization effort called for by Housing and Urban Development's Community Development Block Grant program. The CDBG program provides federal funds to address social, economic and physical development needs. The TAB Citizen Advisory Committee identified needs and drove the program using public, private and nonprofit resources with a goal of



George Young

leveraging public dollars to the maximum extent feasible. Over 20 years, approximately \$26 million was spent to improve, enhance and build up the community. The vision for TAB is to achieve community collaboration in order to create an economic and environmental oasis that generates prosperity and optimism among its diverse people and neighborhoods.

Accomplishments

Target Area B evolved into an area of low income, blighted neighborhoods and higher crime largely as a result of the economic flight of the 1960's and the neglect since then. Since its inception in the 70s however, TAB has worked to reverse

these trends with a reasonable degree of success. The open canals were covered reducing the mosquito problems, job clearing centers assisted local residents in finding employment, and a small business development center assisted numerous small businesses and provided needed loans.

Blight has not been eliminated, but considerable progress has been made. Thousands of homes have been rehabilitated through various programs, and high impact blighted areas eliminated. The most noticeable of these being the demolition of the notorious Rainbow Market at 24th Street and Broadway in cooperation with the 4 Corners project.

South Mountain Village Web Sites of Interest

- www.southmountainvillage.org/
South Mountain Village Community Website
- phoenix.gov/PLANNING/vpsouth.html
City of Phoenix South Mountain Village Planning Committee
- phoenix.gov/ASSOC/07-1417.html
City of Phoenix South Mountain Village Block Watch
- www.ci.phoenix.az.us/ASSOC/07-1035.html
City of Phoenix South Mountain Village Clean and Beautiful
- www.phoenixchamber.com/annual/southmountain.html
South Mountain/Laveen Chamber of Commerce
- www.ci.phoenix.az.us/NSD/rdatargetb.html
City of Phoenix, Target Area B Neighborhood Services Department
- www.ci.phoenix.az.us/NSD/nsd_all.pdf
City of Phoenix, Target Area B map in PDF

TAB Continued on page 21

All four resources can be viewed at the local library or going Online. Open your horizon and look further into some of the many different job titles in existence. Perhaps you will find a different perspective on job titles or on the kind of work that's been done or could be done. Utilize the nearest librarian for additional resources available. Did you know, you can call the library and they will look up information for you or provide you with where you can find a variety of information over the phone. Try it, and see what you find out!!

The company research strategy has two main purposes. One, to act as an aid in your job search and two, to help prepare you for a potential job interview. The research process helps you to determine more about an organization and your potential place in it. Remember, you have the right to determine if a company is going to work well for you, as well as your working well for the organization

In your preparation for the interview and being successful in the interview, it is important to know what the company does, and, how they do it. The company's financial status is provided in many instances. With "corporate responsibility" being a keyword you owe it to yourself to check this information out. Is downsizing showing or is the company expanding? Are you reviewing trade or association magazines, keeping up with the business sections online? Here is where your home computers come into play, so that you can check these areas in the privacy of your home and at your leisure.

Libraries, again, are excellent sources for gathering important information about potential employers. The Better Business Bureau, Small Business Administration, Dun & Bradstreet Information Services, Hoover's Online Marketplace, Hoover's Industry Masterlist, Companies Online, Fortune 500, the Employment Guide's CareerWeb, and many other resources will provide information about companies of interest. You must do the research to learn as much as possible about the company and its products. You will show the interviewer how interested you are in the job. Keep in mind, during the interview process, you will have an opportunity to ask questions about the future of an employer and the research discovered. Doing a bit of research will show a prepared interviewee.

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The more you know about a company, their business objectives, goals, and mission statements, the better able you will be to communicate your value to them. The ideal job involves how well you know the company of interest. Some additional brief questions you can research are: What is the age of the company? Where are they located? Are there locations out of state or in other cities locally? What is the size of the company? Would you prefer a small business or large business? Who are the competitors? Who are the key executives of the company? What is the overall reputation of the company and executives? Is the company foreign owned? What has been the overall achievements? Have there been major issues or events regarding the company? Are they active in the community? Much, much more can be gained, if you are willing to take the time and organize your research strategies.

While you are searching, did you know you can key "African-American Websites" and find a host of listings that will lead you to different sites and opportunities? Good Luck and let me know of your findings.

Future segments: job leads/networking, cover letter and resume, job interview strategies, and thank-you letters.

Next segment: Job titles and company research strategies.

LAS Continued from page 9

Does your company have the capacity to serve the local Fortune 500 companies? Yes, we are willing and able to cater to those organizations. Although the big enterprise catering is a goal, we primarily cater to small businesses, family groups, organizations and individuals. We have the capacity to serve upwards of 600 plus individuals.

How important is presentation? It's very important to present well. Your name is on the line. When I'm in the kitchen, I prefer to be completely alone. When I'm creating, I need solitude because cooking is an artistic process.

What advice from others have helped you with your business? The advice I was given by my late father was that in order to get ahead in this world, I would have to be the one making the decisions. This advice has served me well.

Are there advantages to partnering? Yes. It is advantageous because we complement each other in business. Also, we are friends and getting along as partners is very important.

Are there any limitations to your business that you'd like to alleviate? Yes, I'd like to be able to prepare wedding cakes like my father.

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- 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 who's 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 where ever 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!

TAB continued from page 21

Continued Challenges

Though life is getting better within Target Area B, considerable challenges remain. More and better housing is necessary to supply the needs of the rapidly increasing population. Job training is needed to assist many of the current residents to qualify for the growing number of well paying jobs moving into the area. Better transit is a must, including possible light rail if the if the system under construction is expanded.

Improved policing is necessary on the short term to reduce crime rates. However, with access to better jobs, regional incomes will increase and crime will likely decrease. More importantly, a rise in local incomes along with governmental support will encourage businesses such as Walmart and Home Depot presently lacking in TAB, to locate new stores there or nearby .

Gateways to the South



Target Area B
Central Ave on Top
24th Street on bottom
Broadway Rd. On the Right
Southern Ave on the Left

To many, 24th street and Broadway Rd. and Central Avenue. and Broadway Rd. are the gateways to South Mountain Village. South Mountain/Laveen Chamber of Commerce President Carlie Back sees a parallel between Central and Broadway and Mill avenue in Tempe. At one time, Mill was in decline. It was nothing like the completely revitalized downtown Tempe we know today. With the advent of Rio Salado and the current renewal efforts, Carlie suggests Central and Broadway could become like today's Mill avenue, a place of shopping and community.

TAB continued on page 22

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Former South Mountain Village Planning Committee chair and long time area businessman John Hart has a similar vision for 24th Street and Broadway Rd. "24th and Broadway is less than 2 miles south from the Sky Harbor International Airport, and is one of the most heavily traveled intersections in South Mountain Village. It is only 1.5 miles north of the Baseline corridor and all that represents including the Legacy Golf and Raven Golf Resorts, South Mountain Community College, and the Pointe at South Mountain. There is now rumor of a Target to go in at 24th Street and baseline as well."



John Hart

As John sees it, "there has been no real development in this area for 45

years". He notes that things have changed, been torn down in preparation for development, but the development has yet to come. "This could be a place for retail sales, youth oriented businesses and activities, hotels and restaurants". "What matters is how the City's desire to infill works out. The number of rooftops that are developed and the income of the residents." He is waiting to see what happens.



Carlie Back

Rio Salado

Few projects in South Mountain Village stand alone. Most whether officially or unofficially are to some degree interrelated. The Rio Salado Beyond the Banks effort borders Target Area B., and will add significantly to its economy. Construction is underway on the Rio Salado Habitat Restoration Project. When finished, five miles of the Salt River through Phoenix from 24th Street to 19th Avenue, will once again be a living stream with native trees, lakes, fish, and recreation. The "Beyond the Banks" study area surrounds the Rio Salado project and is defined by Interstate 17 on the north, 32nd Street on the east, Broadway Rd. On the South and 19th Ave on the West. Nearby communities and businesses will be encouraged to build along the theme of the river. (TECJun02).

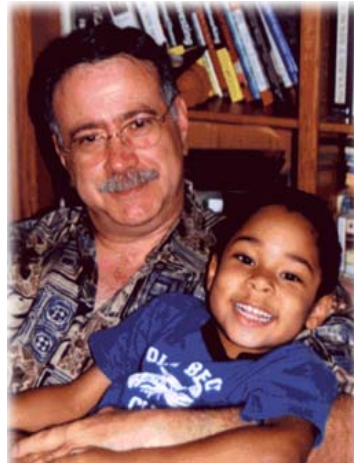
Living rivers draw life and people to them. It is expected that the revitalized river will become a magnet for development and beautification as were the Indian Bend Wash and Town Lake projects for Scottsdale and Tempe. Some of this development is already underway with the industrial projects at 32nd street and Broadway. With these businesses come jobs, some of which will be filled from the local community.

The completed Rio Salado will be tremendous amenity to a

community that has limited recreational opportunities. As a result, not only jobs will come, but also increased interest in housing.

Current Directions

TAB is working with the City of Phoenix in development of the southeast, southwest and northwest corners of Broadway Road and South Central Avenue and is participating in the Four Corners Project at 24th Street and east Broadway Road. TAB is working with the City of Phoenix on the Transit Center at Broadway and Central Ave and to develop the northwest corner of 24th Street and East Southern Avenue (photo on top of page 18) with a single-family home development. TAB is also focusing on future job linkage and training to raise the area income level, elimination of blight, encouraging more upscale residential development, reducing crime and providing more programs and job training for youth. There is the possibility that TAB may be expanded to include the southern half of the Rio Salado Beyond the Banks effort.



Greg Brownell and Grandson

Perhaps the Target Area B of today was best described by area resident and civic leader Greg Brownell when discussing all of South Mountain Village. "SMV is what it is today because of a tapestry of people of all types. Leaders in the block watches, churches and local clean up committees, names whom most will never know. Since I moved here in the mid 1970's I've seen no neighborhood decline, only improvement due to the work of so many."

The TABCAC meets every 4th Wednesday at the new Travis Williams Human Resource Building located at 4732 South Central Avenue at 7PM. Please contact George Young at 602-243-3162) for more information.

My thanks to George Young, Carlie Back, Greg Brownell and John Hart for their contributions to this article.

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Hughes continued from page 9

What's one of your key attributes? One of my key attributes is that I'm exceptionally detailed. I try not to overlook any detail. Also, I have a great resource connection.

Which is more important budget or creativity? Both are equally important. An events planner definitely has to have a knack for finance and of course be uniquely creative. After-all, that's why people seek us out. Clients look to event planners for the best quality but within budget.

Can minuscule things be overlooked at an event? Presentation is so very important. I often tell clients that its the little things that people remember the most.

Would you be willing to commute out of state? Yes, I'm willing to travel.

What excites you about your business? What really makes me excited about my company is when I see clients enjoying themselves at one of my planned events. That makes my efforts worthwhile.

RCD continued from page 15

When did you hire your first employee? In 1996, that was the year I received my first government contract. In 1997 I picked up a couple of city contracts.

Are you a member of any business organizations? I am certified as a minority woman business owner for the cities of Phoenix and Tucson. We are also certified as an 8(a) business through the Small Business Administration. I am also affiliated with a number of business organizations including: the United States Chamber of Commerce, The Greater Phoenix and Black Chamber of Commerce.

Have your certifications been beneficial to your business? My revenues were much lower before I became certified. It did not pick up until we started doing business with the city of Phoenix. Before I began working with the City of Phoenix, I sub-contracted for larger firms. After a period of 2 years and as I learned more about the business, I was able to start soliciting small private accounts.

Is the certification process arduous? There is a lot of paper work involved. It took me about four to eight weeks to complete the process. The flow of the process depends on how fast and correct the paper work is returned.

How do you keep abreast of industry changes? I go to a lot of seminars, workshops and I do a lot of research.

Who are your clients? Arizona Department of Environmental Quality, State of Arizona Department of Administration, Arizona Department of Economic Security, ADOT, and Posada Del Sol Nursing Home (Tucson).

Are you content with your present business status? No, I am not satisfied with where we are but, we are a lot further along than we were some years ago. I am still looking to grow.

What can deteriorate a company's status? Not following up with clients. Many of my competitors have gotten so large that they've lost their personal touch. I've actually been able to take business away for that very reason. My staff is good and we put a lot of time into training. In a single year, we have actually invested over \$150,000 toward the training of our employees. Even so, I still go along with my employees and supervisors on jobs.

RighTrac Continued from page 12

Are there many fish or shrimp farms in Arizona? No. Despite the tremendous potential, there are few. This does not mean others have not tried. Every 10 years or so, there is a fish boom then bust. It started with catfish, then tilapia. In general these operators did not fully understand the challenges of growing fish in the desert. Today shrimp farms are booming near Gila Bend. There is great promise here if they do it right. This is in part, why RighTrac was created, to help bring a better understanding to the industry.

With 10 being the best and 0 being the worst, how would you rate the economy? 4. In my opinion, we are on the high end of a recession.

With +5 meaning the economy is getting better fast, and -5 meaning he economy is getting worst fast, how would you rate the economy. 0. In my opinion thing are getting neither better or worse.



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