

[Click here to skip intro](#)

## Greetings

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

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

### Hint #1. DOWNLOAD FIRST THEN READ

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

DO SO!

Then reopen using Adobe Acrobat.

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

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

### Hint #2 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. 16 September 6, 2003



## Inside

### San Diego

#### Connecting.the.Dots

An Inspiring way to appreciate your customers

### Phoenix

#### Digital Bridge Inc.

Home of the affordable computer

### Atlanta

Success Tips from Victor Owens

The "Young Gun" at Earthlink

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

A new perspective on business

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# The Ebony Cactus magazine

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### Cover:

The Publisher and Editor on board  
Corporate Yacht Club's "Inspiration"



### Digital Bridge Computers

Have you ever wondered what happens to old computers? Sometimes, they can have a new life. Digital Bridge ( DB) is a small minority owned computer company that makes owning and servicing a computer affordable. DB offers computers sells and repairs computers, servers, laptops, and PC related hardware. Page 14



### Cover Story: Connecting. The Dots: Inspiring the Customer

What does it take to close a deal and keep a customer loyal? We explore this important concept in this issue's Connection.the.Dots feature. This article is also an opportunity for us to feature an innovative business we discovered in San Diego that can help you show appreciation for your customers in grand style, the Corporate Yacht Club. Page 16



# STAFF

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# CONTRIBUTING WRITERS

## Alexus Rhone Pg 18



**Alexis Rhone** (affectionately known as "Ms. Alexis") is a full-time writer, devoted to candidly exploring teen issues through fiction. She has worked extensively with various youth organizations as a mentor and is frequently sought out for youth-oriented speaking engagements around the nation.

Alexis' debut novel, "Premature Pleasures", is the first of a four-part novel series. Since its release, "Premature Pleasures" was selected as a spotlight novel at the 2001 Essence Music Festival attend by more than 100,000 people from around the country. The follow-up novel, "Secret Shame", is set for a Spring 2003 release (see news release on page 7).

Alexis holds a Bachelor of Journalism/Public Relations degree from the University of Texas at Austin. She currently serves as Director of Journalism and Creative Writing for two charter

schools in central Phoenix, AZ, where she resides with her husband, Lewis. To contact Alexis, please visit [www.unshackledpublishing.com](http://www.unshackledpublishing.com), or email her at [lex@unshackledpublishing.com](mailto:lex@unshackledpublishing.com).

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## Moving on Up - New Hires and Promotions

### Dr. George Benjamin Brooks, Jr. Appointed to CAP Board

George Benjamin Brooks, Jr., an Environmental Scientist with expertise in arid lands aquaculture/irrigated agriculture integration, endangered species restoration, project management, recreational site development and riparian area restoration and preservation has been appointed to the 15-member Central Arizona Water Conservation District Board of Directors by Gov. Janet Napolitano. CAWCD oversees the operation of Central Arizona Project.

Brooks, who earned his Ph.D. from the University of Arizona, will replace George Campbell on the Board and complete his term, which runs through 2006. Campbell died in May.

Brooks earned his B.S. from Arizona State University, his M.S. from San Diego State University and his Ph.D. from the University of Arizona, College of Agriculture, School of Renewable Natural Resources. Brooks has taught at the University of Arizona and South Mountain Community College. He currently works with the Gila River Indian Community (GRIC) where he provides a variety of functions including coordinating and managing the Pima-Maricopa Irrigation Project's (P-MIP) environmental program that insures that the project complies in design and construction with federal regulations including National Environmental Policy Act, Clean Water Act and tribal environmental regulations. In addition, he represents the environmental section of P-MIP across the GRIC and to non-tribal groups and agencies.

A Phoenix native, Brooks also is the editor of The Ebony Cactus magazine, a monthly internet magazine that profiles African American entrepreneurs and businesses as well as provides advertising space, business news and listings of procurement opportunities. The CAP website is: <http://www.cap-az.com/>. FOR MORE INFORMATION Tel: 623-869-2135 [rbarrett@cap-az.com](mailto:rbarrett@cap-az.com).

### Kendall Matthews Joins KELLER WILLIAMS Legacy One Market Center

Kendall Matthews, Real Estate sales professional in Metro Phoenix, has just joined KELLER WILLIAMS Legacy One Market Center. Matthews has an extensive background in insurance and sales management. The Purdue University graduate and former star collegiate football athlete has named his agency, Home Essential Real Estate & Insurance. Contact Kendall at 888-853-5537-ext 299.

### Care 1st Health Plan appoints new CEO

Care1st Health Plan Arizona, Inc. , a health care plan offered by AHCCCS, has recently appointed a new Chief Executive Officer to head its multi- million dollar health care services organization. Dr. Rodney C. Armstead, M.D., F.A.C.P., will lead one of the largest teams of doctors who will provide affordable health care for it's members in Arizona. A leader in health care innovation, Care1st mission statement states the organization will be the most provider- oriented managed care organization that will strive to continuously improve the quality of services rendered to its members.

[www.Care1st.com](http://www.Care1st.com)

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



George B. Brooks, Jr Ph. D.



Kendall Matthews



Rodney C. Armstead M.D.

## Angienuity

### A Humbling Experience Makes Us Better, Tougher, Stronger

by Angela Miller-Brooks

Several years ago during a course I was taking, the instructor asked the class to think of a humiliating work episode that we'd experienced. Afterwards, we were to verbally analyze how it made us stronger, wiser and better prepared if it happened

again. Needless to say, we all followed the directive we were given to the letter. When the time came for me to speak, I took a deep breath and gave a graphic example of a pivotal experience in my life that had made me the survivor I thought I was. When I was done someone said, "You're gonna get burned every time if you go and open yourself up like that."

Three weeks ago, again, I experienced another pivotal event. Actually, it was a series of events that became domino effect. If you're intrigued at all, it had nothing and everything to

do with my businesses. For the record, my experience was indirectly caused by my own negligence and thoughtlessness. At any rate, when the smoke cleared from the fall of the dominos, I was humbled and yet, had to deal with everything as I had always. I couldn't miss a beat.

Why am I playing the violin with a rose between my teeth you ask? Well, here it is. In these hard times for some we are sometimes forced to take a hard look at where we came from, what our minds were set on years ago when we didn't have or hadn't achieved, and how we persevered through purgatory and high water. A good friend of mine recently reminded me that taking a momentary back step means soon taking several forward steps for one's self and others. Through all the rigamaraw, set backs are meant to be utilized as stepping stones toward success. And, to show your humble side is more than just a nice act to put on when it suits you best. Remember, humble yourself in business as you might at your place of worship. Doing so will gain you respect of which you will deserve. Customers and employment superiors appreciate a person who is able to humble themselves in the midst of great achievements and the lowest points of their career. As I complete this editorial my storm seems to be passing, and I feel great! When your storm comes and goes, you will feel this way too. Remember, humble people are resourceful. Oh yes, thanks PVM. I never missed a beat from dusk till dawn. Dream Big!



Editorials

## Living in America

### Wisdom

by George B. Brooks, Jr. Ph.D

These days, there seems to be a wealth of business information available on line. Just go to a search engine like google, key in "business advice" and see what you come up with. Just for the experience, I tried this and had my choice of 5,530,000 web sites. With so much information floating around out there, why are so many small businesses and for that matter, large businesses having difficulty making money these days?

The business environment has changed. Where once there was too little information, now there is too much. A small business person often can not see the forest for the trees. It is like a maze, fraught with wrong terms that can lead to destruction or at best, waste a lot of time and money.

The secret of the successful business is to be able to weed the wheat from the tons of chaff. To do that takes either dumb luck, genius or wisdom. Of the three, wisdom is the most valuable and stable commodity. It comes only after years of experience and a great deal of personal pain. After a while, the wise individual learns to tell what information is valuable and what is just eye candy. More importantly, they learn to see patterns in the dust where the inexperienced eye would see only chaos. To them, a confusing maze become a straight line for they can see which path to take.

The metaphor of the maze can be taken one step further. The following statement can be taken as a truism. "He who saves me money, makes me money." It is much akin to Ben Franklin's "A penny saved is a penny earned." These days for a business to find its way through the labyrinth of information needed to reach its desired goals is a time consuming task. Thus, it is the wise company that develops a product or a service that can save another company time and thus money.

There is a cost to this. You must either gain the wisdom and experience yourself, or purchase it. Both are costly processes. However, in most cases, the benefits to be gained by avoiding the pitfalls frequently far exceed the price paid.

Our goal here at The Ebony Cactus magazine is to be one of those sources of wise council. We seek not to provide a scattershot of information, but instead careful analysis that connects the dots between where you are and where you want to be. Beyond this, as seen in the "Connecting.the.Dots" article later in this edition, we will also provide direct links to companies we feel would help you achieve the desired results. Enough for now, on with the show.

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**TEEN  
NOVEL  
"SECRET  
SHAME"  
DEBUTS  
#3 ON  
ESSENCE  
MAGAZINE  
BESTSELLERS  
LIST**

PHOENIX, ARIZONA – Teen novel "Secret Shame", by Alexis Rhone, debuted #3 on the Essence Magazine Bestsellers List for Paperback Fiction (September issue). To a standing room only crowd at her release party, Rhone shared the successes and trials of her writing journey, followed by a reading of "Secret Shame". The audience responded in book sales. In her sophomore novel, Rhone continues the journey of spirited Trek Baden, whose family has moved from the inner-city to the suburbs where her first observation is, "...the rich and poor are both raggedy like roaches; but the rich play in newer buildings."

"Secret Shame" is the story about the most powerful influence in a young girl's life – her best friend. First introduced in "Premature Pleasures," Trek is in her new environment trying to adjust to the new school and new neighborhood. Her transition is made easier by her friend Rhodee, "...a lycra-clad, Chinese-shop outfit wearing hoodrat." But Rhodee is living with a secret. "If I keep quiet, I'm the only one who hurts." Trek suspects Rhodee's uncle Marcus is behind the secret since he, "...held my hand one second longer than was decent." In addition to worrying about Rhodee, Trek is dealt another blow – her abusive dad resurfaces. Together, Trek and Rhodee attempt to navigate their lives out of seemingly hopeless situations. They love each other dearly. They never part. But are their circumstances too much for two young girls to try to handle on their own? Because of the sensitive issues dealt with in "Secret Shame," the National Sexual Assault Hotline, operated by The R.A.I.N.N. Organization ([www.rainn.org](http://www.rainn.org)), is listed on the last page of the novel.

Rhone believes in offering hope and providing guidance to her readers who may be facing the same predicaments as her characters. With her raw, rebellious voice, Rhone rewards her readers with a cast of outrageous characters facing intense situations you won't soon forget. Honest and irreverent, "Secret Shame" is sure to captivate both avid and reluctant teen and pre-teen readers. More than a storyteller, Rhone proves herself to be a "truth-teller". Her first book, "Premature Pleasures," continues to be a favorite amongst teenagers. She is in the middle of writing her third book in the Trek Baden series titled "Backseats and Bleachers: A High School Love Story," due out Summer 2004. In addition to writing, Rhone also teaches Journalism and Creative Writing at several charter high schools around the Valley and trains teachers to use the Six Traits Writing Model. Rhone resides in Central Phoenix with her husband, Lewis. To preview the first four chapters of "Secret Shame" and "Premature Pleasures," visit [www.unshackledpublishing.com](http://www.unshackledpublishing.com).

Note: Alexis is a frequent contributing writer for The Ebony Cactus. Her most recent submission can be found on page 18 of this issue

## DENNIS ROWLAND RETURNS TO THE HERBERGER THEATER CENTER FOR EVENING OF MOTOWN ENTERTAINMENT

PHOENIX - The Herberger Theater Center welcomes back local jazz favorite Dennis Rowland for ShowTime at the Herberger. The cabaret-style evening reminiscent of the Apollo Theater is scheduled for Friday, November 21, 2003. A reception with dinner buffet, cocktails, entertainment and silent auction kicks off the festivities at 6:00pm and show begins at 8:00pm. Special guests Diana Lee, Patte Williams, Anita Benevitas, Stan Deveraux, George Bowman and others will join Rowland in Stage West to entertain the audience with Motown and Philadelphia sounds.

Cost is \$500 for a table of four or \$125 per person for cabaret-style seating and includes dinner buffet, drink voucher and dessert. Mezzanine seating is \$65 per person and includes light hors d'oeuvres, drink voucher and dessert. Balcony seating is \$40.00 per person and includes light hors d'oeuvres and dessert. Attire is Cocktail or Motown 60's.

The Ebony Cactus is proud to be a sponsor of this activity

Continued on next page

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## Continued from previous page

Proceeds from this event provide support for community and educational outreach programs for children and adults, as well as administrative and technical support necessary to keep costs as low as possible for the Herberger Theater's resident and non-resident companies.

To purchase tickets or for more information, visit our website at [www.herbergertheater.org](http://www.herbergertheater.org) or contact Cate Hinkle at (602) 254-7399 x102 or [chinkle@herbergertheater.org](mailto:chinkle@herbergertheater.org).

## BLACK PARIS IS THE NEW HOT SPOT

New York - The man who single-handedly developed Rio de Janeiro into a major tourist destination for African-Americans has set his sights on a new adventure: Paris. Gerard Pitchford, founder of Trendsetters Travel & Tours and the legendary "Rio Rendezvous" event, is now taking African-American tourists to the City of Light to explore both their cultural roots and great shopping. African-Americans have a long history in Paris, with notable Blacks making it their home or headquarters, including: Josephine Baker, Richard Wright, James Baldwin, Langston Hughes, Reginald Lewis, and many of the jazz greats. Blacks have traditionally gone to Paris as a source of inspiration, or a respite from white American hostility. However, from a tourism point of view Paris is completely undeveloped as place for large groups of African-Americans to visit.

Says Trendsetters' Gerard Pitchford, "We want to show Blacks that Paris is more than welcoming to us, and simply a great place to go." He should know. When Gerard (Gerry) began promoting Brazil as a destination for African-Americans, the only Blacks on the Copacabana Beach were Brazilians. Now, after over a decade of work with the Brazilian Tourism Ministry, RioTur, various record labels, and top African-American radio stations such as WBLS, WLIB, WGCI, WDAS, KJLH, and V-103 (Atlanta), Black tourists in Rio and Bahia abound. Says Pitchford, "Of course people take it for granted now, because so many enjoyed themselves that they went home and told their friends. That's what we're going to do for Paris."

Trendsetters recently completed its first Black Paris trip, in association with leading Black-owned radio station, WBLS of New York City, and André K. Crump of TCB-Cafe Publishing ("Chocolate French"). The trip, which took place in August of 2003, included tours of Paris monuments and museums, in addition to the cultural facets of Black Paris. Well-known author Monique Y. Wells talked about her own experiences in France as well as her books, and led the group to historic sites throughout the city. A major nightclub experience then brought the WBLS party to the dance floor at one of Paris' hottest locales, the Latina Cafe on the Champs-Elysées, where they showed the grooving Parisians how it's really done back in the States.

Of course, no trip to Paris would be complete without a bit of shopping, and just as in America, where African-American purchasing power is a respected contributor to the economy, the Trendsetters/WBLS group found that Paris is a place where it's difficult, if not impossible, to leave without an additional bag of French clothing and accessories. Some locations that the group loved were H&M, Louis Vuitton, Galeries Lafayette, Zara, and the FNAC music store. Says Vinny Brown, Program Director / Operations Manager at WBLS, "The trip was great, our listeners loved it! We promoted this as a chance to see Black Paris with one of our top DJs, Egypt, and it delivered just what we promised. Plus, our hotel was only one block from the Eiffel Tour. Paris will definitely be the new place to go for Blacks." For WBLS the Paris project was indeed very successful, with popular WBLS radio personality, Egypt, selling the entire trip out within three weeks.

Trendsetters has a number of planned excursions to Paris over the next 18 months, which will include listeners of Black and Urban radio stations from additional cities throughout the U.S. For more information contact: Trendsetters Travel & Tours Tel: 888.873.6332· Fax 212.265.0636

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# BizNet Calendar

## Arizona

### Business Networking

**Every 2nd & 4th Tuesday.** Rock Bottom Restaurant at Arrowhead Mall 76th Avenue & Bell Rd. Contact Monica Mariani for more information 623-776-8987.

### September 8-10

**Direct Marketing Association - Business 2 Business Marketing Conference Tucson, Az. 7:00 p.m.** This event will be presented by the Direct Marketing Association and will be held at the Westin La Paloma Resort & Spa. Call for more information or to register at : (212) 790-1500 or visit [www.dmab2b.org](http://www.dmab2b.org).

### September 11

**The M.I.S.S. Foundation (Mothers in Sympathy and Support) Phoenix. 6:30 p.m.** Inner Peace is a faith based support group for families and friends who have experienced the death of a baby or young child. The group meets meet the second Thursday of each month. First meeting will be September 11, 2003, Peace Lutheran Church 18265 North 89th Ave., Peoria, Az. For more information contact Deborah Brooks at 623- 487-4275 or email [deborah@missfoundation.org](mailto:deborah@missfoundation.org).

### The Greater Phoenix Black Chamber of Commerce

**7:00 am- 9:00 am** Breakfast Networking Forum. Location: APS Corporate office, 400 North 5th Street, 2nd Floor. The Chamber holds monthly networking forums and educational seminars to educate, empower and equip members and prospective members with tools for business success. Save the dates: September 16 and 23. For more information contact Marquis Scott at: (602) 307-5217 [www.phoenixblackchamber.com](http://www.phoenixblackchamber.com)

### September 12

**Phoenix: Seminar: "Business Theft: Not If, But When - Burglary," 11:30 a.m. - 1:30 p.m** Greater Phoenix Chamber Boardroom, 201 N. Central Ave., 27th Floor\*

### September 13

**Glendale, Az Women Business Builders: Merchant Credit Card Processing, 2pm. Glendale Library.** Do you need to accept alternative forms of payment to expand and increase your profits? Join Kay Fulkerson to learn about the terms and workings of merchant credit card processing. Determine whether you're required to have a terminal, and learn how to compare prices of terminals and software. Kay will discuss the ongoing fees and how to compare them, the difference between debt and credit, and answer the most frequently asked questions. Reduce your merchant credit card cost by bringing your statement for a free quote. Kay shops several banks to find the best terms to match customers' needs. She has been a business owner for 25+ years, and assists merchants in Arizona and nationwide. Women Business Builders is a free educational networking group open to all women in business and to those thinking of starting one. Call 623-930-3572 to register.

### September 13

**INDO-AMERICAN Chamber of Commerce International Business Forum: India - The New Business Frontier 7:00 - 9:30 a.m.** The University Club, Tempe Arizona Call 480-496-4010 for to receive a registration form.



Continued from previous page

September 17

**Exhibit Experts, Seminar: 45 Fantastic Tools for Tradeshow Success**

**Phoenix** Two sessions will be held. A morning session from 8am-10am and an evening session from 5:30pm-7:30pm. Susan Ratliff is an award-winning business owner and author with nearly 30 years experience in sales and marketing. Her company, Exhibit Experts, offers dynamic displays, innovative graphics and unique accessories that help businesses maximize profits at any type of exhibiting event. Her creative ideas and hands-on experience will educate and motivate owners and employees from the small start-up business to the Fortune 500 Company. RSVP 602-437-3634.

**GREATER PHOENIX CHAMBER OF COMMERCE 7:30 - 9 a.m.** Business Technology Forum featuring Philippe Vaney, Vaney Partners, LLC, on "Program Management as a Strategic Core Competency," Greater Phoenix Chamber Boardroom, 201 N. Central Ave., 27th Floor\*

September 23

**Phoenix Forum 11:30 a.m. - 1:30 p.m.**, featuring 2001 Hispanic Lawyer of the Year Cesar L. Alvarez, Arizona Biltmore Resort & Spa, 2400 E. Missouri Ave.\*

**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)

September 26

**"Doing More Business Through Networking" seminar, 9:30 a.m. - 12:30 p.m.** Greater Phoenix Chamber Boardroom, 201 N. Central Ave., 27th Floor\*

**"Make the Most of your Business Journal Subscription" seminar 9:30 - 10:30 a.m.** Greater Phoenix Chamber, Conference Room 3, 201 N. Central Ave., 27th Floor\*

*\*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](http://www.phoenixchamber.com/out_Events.cfm) for more information.*

October 1-4, 2003

**United States Hispanic Chamber of Commerce (USHCC) 24th Annual National Convention and Business Expo**

, in Phoenix, Arizona. Over the years, the USHCC Convention has grown in attendance and in the diversity of opportunities it offers the Hispanic business community. This year's theme, "Maximizing Performance for Economic Success," truly reflects the powerful role of Latinos in the worlds of commerce, trade, education and technology. Together with the Arizona Hispanic Chamber of Commerce and Tucson Hispanic Chamber of Commerce, participants will experience four days of learning, information sharing and networking. Make plans to also attend the Fiesta hosted by the local chambers on Thursday evening. Visit [ushcc.com/](http://ushcc.com/) for more information.

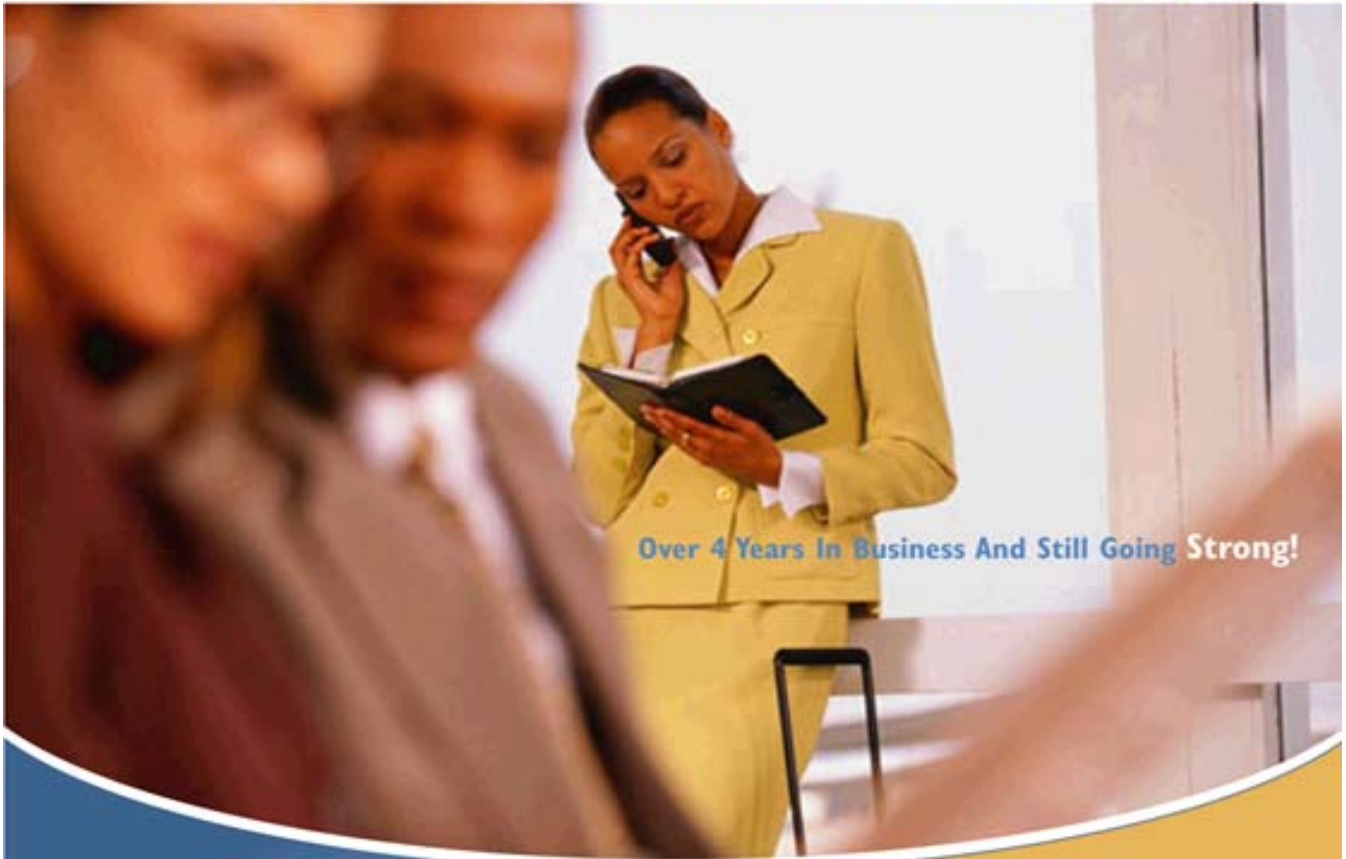
October 3, 2003

**East Valley (Ahwatukee, Chandler etc) NAACP's 7th Annual Freedom Fund Banquet**

Chaparral Suites Resort, Scottsdale Arizona. Advertising opportunities for the souvenir booklet remain available for full page (\$300) through 1/8th page (\$75) and the Patron's List. Please direct all questions to Mr. Archie Welch (480) 797-4892 (cell) or (480) 464-1808 (E.V. NAACP Office)

Continued on page 20

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## Advertisement For Pre-Qualification

Pre-qualification applications are currently being accepted by Austin Commercial to participate in the bidding opportunities for the construction work associated with the Phoenix Sky Harbor Rental Car Center project.

To be considered for bidding opportunities on this project, each subcontractor/vendor should meet Austin Commercial's "Pre-Qualification Requirements". City of Phoenix certified M/WBE contractors are encouraged to submit pre-qualification information in advance so any additional information that may be required can be addressed prior to bid day. Contractors and vendors may complete a pre-qualification questionnaire by going on-line at [www.austin-ind.com](http://www.austin-ind.com) or by contacting our office at 602-267-1761.

Delaying the pre-qualification process could result in missed bid opportunities. Completion of the pre-qualification questionnaire does not guarantee that the applicant will be placed on Austin Commercial's bid list or selected, but will start the process of consideration for bidding opportunities that match up with qualifications.

The following is a list of tentative bid package release dates for potential bidding opportunities:

<b>GMP &amp; Submittal Packages</b>	<b>Date of Packages</b>	<b>Pre-Bid Conference</b>	<b>Bids Due</b>
GMP #3 - Amendment #2: Package A.3 Offsite Water Offsite Streets Communications Conduit Traffic Controls Site Power (for APS) Bldg. Fdn./Tunnel/UG Elec.	8/27/03	9/11/03	9/16/03
GMP #4 - Amendment #3: Package B.1 CSB / Garage Frame Phased Review Central Plant Fdn/UG Plumbing	10/6/03	10/17/03	10/31/03
GMP #5 - Amendment #4: Package B.2 CSB / Garage Onsite Roads Landscaping	11/24/03	12/12/03	12/23/03

# The Ebony Cactus magazine

A New Perspective on Business



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



## Digital Bridge

**Business:** Digital Bridge Computers  
**CEO:** Les Ticey  
**Type:** Computer Sales and Repair  
**Location:** Phoenix, Arizona  
**Address:** 4442 North 7th Ave Suite # 4, 85013  
**Telephone:** 602- 604-5000  
**E-mail:** [Buy@digitalbridgepc.com](mailto:Buy@digitalbridgepc.com)  
**Website:** [www.digitalbridgepc.com](http://www.digitalbridgepc.com)  
**Experience/Education:** Former Semi -Conductor Packaging Engineer  
**Employees:** Sub- Contractors  
**Established:** 2000  
**Certification:** A+ Microsoft Applications

**Type of Business:** Digital Bridge (DB) is a small minority owned computer company. We make owning and servicing a computer affordable. DB sells and repairs computers, servers, laptops, and PC related hardware.

**Description:** "Home of the \$129.00 Complete Computer System" Digital Bridge Computers is

Every enterprise wants to lay down stakes in the most opportune place in which to do business. DB isn't any different. The search for a reasonable yet, centralized location didn't take long. From our present location, our customers can reach us in a matter of minutes. Time is important to all customers.

dedicated to offering expert advice and only using the highest quality computer hardware. Digital Bridge Computers offers a number of technology services for home or business. For customer convenience we accept major credit cards including Mastercard, American Express. As a startup, I took into consideration that it would be one to three years before the company realized a profit. Judging and preparing the costs associated with a start- up is important.

**Background:** Digital Bridge was founded in 2000. The business literally began as a garage hobby. Family members and friends always seemed to need computer assistance in one form or another. After some time, I began to realize that there was a definite need to bridge the computer needs of average folks thus, the name Digital Bridge.

**Location:** Every enterprise wants to lay down stakes in the most opportune place in which to do business. DB isn't any different. The search for a reasonable yet, centralized location didn't take long. From our present location, our customers can reach us in a matter of minutes. Time is important to all customers. It doesn't matter if they're reasonably well off or on some form of fixed income. We're just off the freeway which means access to our facility is not a problem. We are in the heart of the city. Being located in the right place really should be a plan designed for customers since they are the ones who'll need your business goods and services.

**Continued on next page**





**Employees:** DB is set up as a corporation. The company uses subcontractors which alleviates employment resource needs. When the company began, there were four business partners. Now, three years later, there are no business partners. Although DB has experienced a structural change, I am deeply committed to driving the business toward more realized success.

**Human Resource:** Utilizing independent contractors (ICs) within my business has worked remarkably well. In so far as pros and cons, DB has not yet been faced with any negative impacts. Small businesses, whenever possible and applicable should utilize the assistance of an independent contractor. When done the right way and from an accounting point of view (which depends on each individual business) ICs can save an entrepreneur a substantial amount on insurance, fica, etc. As a matter-of-fact, the business is going so well, I am entertaining the thought of incorporating an accountant.

**Business Functions:** One of the most critical business functions is accounting yet, the average small business person doesn't have the time to spend doing it or is unable to complete the task with any ease because it simply is not within their area of training or expertise. At DB an entire day can be scheduled for accounting. Recognizing that DB is in the business of performing hands on work for customers, an accountant or at the very least a very good accounting program (DB uses Peachtree Accounting Systems) is a must have, in order to be effective and to work efficiently.

**Market:** Our market is everyone, since everyone needs a computer or needs to service one. We focus on those who are less fortunate than others or who, for many untold reasons, do not own and may not be readily able to purchase a computer from a traditional computer store. For this reason, we are the home of affordable computer systems.

## Connecting.the.Dots

### Inspiring the Customer

by George B. Brooks, Jr. Ph.D.

Imagine if you would, the closing of a major business deal. Dinner is finished, the champagne has been served, and the toast has been made to a long and fruitful partnership. The captain of the yacht is then given the order to return to the marina and the parties depart satisfied with the promise that the future holds.

Continued on the  
next page

## Corporate Yacht Club Inc.

Ray Beck - President

Paul Sanches - Captain

Tyrone Moss - Membership  
Executive

1407 2nd Ave

Second Floor

San Diego, California

92101

(619) 702-3030

(619) 702-1515 Fax

800-619-9588

[cyc@corporateyachtclub.com](mailto:cyc@corporateyachtclub.com)

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



Tyrone Moss

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**The Inspiration** (photo courtesy of the Corporate Yacht Club)

Just what does it take to inspire your customers to do business with you, and then to keep them loyal? A number of things. Demonstrating competence and capacity are of course part. Having a good product that exceeds your customers needs at the right price and delivering it on time are others. So is excellent customer service. However, an often overlooked component is Customer Appreciation. Customer appreciation is going that extra step to let your customers know just how much you value your relationship with them. It could be as simple as a quickly returned email or a birthday card. Perhaps dinner or a plaque for their office saying "Thank You." Customer Appreciation can cost you some money, but be not penny wise and pound foolish, the good will that money sows will pay for your effort many times over.

When the time comes to close the deal, more than a simple handshake is needed. You need to not only show your appreciation, but inspire your new clients to think of the great things that will be accomplished by working with you. Big business has always known this, so though many deals are indeed made on the golf course, they are closed in the most inspiring place possible. For the small business person with limited resources, you must also be innovative.

A picture is worth a thousand words and so is the experience of a successful business. Thus, to illustrate our point, let's look at an interesting venue in San Diego that has recently been made open to the small business person. In business since 1998, the Corporate Yacht Club is the dream of founder and president Ray Beck. "I always liked the charter industry. I saw a niche in the market for a beautiful classic yacht. With the "Inspiration," we brought back an era. The name was chosen for that is what it is, an Inspiration. It is inspiring people. It is inspiring companies to do business with each other."

"The new membership program is a response to the economy. People who once chartered yachts for business use, no longer do so as readily. Through membership, the Inspiration can be used throughout the year at a significantly discounted rate. The concept has been successful, for our customers realize the value in the product and that they are paying literally one fifth of what they would for a typical charter per usage."

Continued on page 21

## What You Won't Do For Money

by Alexis Rhone

It all started a few years ago when my husband looked at me and said, "You should be a model." While growing up I never thought of myself as pretty. Nappy-headed? Yes. Bony? No doubt. Average? Absolutely. Model-material? No way. Fortunately for me, with age came an appreciation for the versatility of my "tightly-curved" hair, and a body frame so small 30 pounds was added and it was still all good. Above all, I learned our excellent Creator only manufactures excellent human products, of which I am one.

Still, my husband's comment struck me as odd and I couldn't help wondering if this was a cosmic sign for me to try my hand at modeling. Plus, there's something about being so close to LA that had me believing, hey, it's possible.

I kept my eyes open for opportunities, the first of which appeared in an entertainment weekly. It was an ad calling for models of all shapes, sizes and colors. I called the number and scheduled an appointment for the next day. As I sat in the lobby sizing up the other hopefuls, my chest swelled. I knew I was looking good. I felt so confident that the talent scout would be pleasantly surprised to see me – a polished, sassy, urban chic, diva-with-good-home-training – in her presence that she would immediately want to sign me to a contract. Sure enough, I walked in her office and within ten minutes of our visit, she pushed a contract across the desk for me to sign. I glanced over the terms. Everything seemed in order until she asked, "What form of payment do you want to use?"

I looked up. "Payment for what?" "Pictures," she answered without looking at me. Total cost? \$300.

Although deflated, I wasn't completely discouraged. I mean, according to my husband I should be a model. So I pressed forward. I happened upon another lead. It, too, was an ad. However, this one was in the classified section of the Sunday edition of a highly respected daily newspaper. This time they called not just for models, but for actors and voiceover talent (my husband also thought I had a great voice). What did I have to lose? \$700. They were recruiting for acting and modeling classes.

It never occurred to me to get angry with Lewis for encouraging me on this wild goose chase. Thanks to him I now believed that I should be a model and pursue voiceover talent. Every time I looked in the mirror and every time I heard the animation in my voice I was convinced it was only a matter of time. But I had to get smarter in my pursuit. Running into the same scam twice in seven days had me looking and feeling pretty foolish. And rightly so. Needless to say, I was never discovered. But the lessons were so rich.

1. Desperation alters proper perspective. I really wanted to believe my dreams and my fate were as close as the nearest newsstand. Instead, I found clever ad copywriters.

2. Information is power, and it's as close as your fingertips. I ran an Internet search and found loads of information on the modeling industry. What was most helpful were the sites on "Modeling Scams", a very effective niche within the industry for all the hopefuls. In addition to sailing my fingertips across the computer keyboard, I also called on a girlfriend who works in the entertainment industry. I shared my experiences with her. After a two-hour conversation and a hearty laugh, she left me with hope and inspiration. "It's a rough journey, but the rewards only go to those who stay on it."

Advertise in The Ebony Cactus  
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## Success 101 with Victor Owens

Victor Owens, 31, is Director of Narrow Band Marketing with IT giant Earthlink in Atlanta, Georgia. Owens received his undergraduate degree from Morehouse College and Georgia Tech in Atlanta. He attended Grad-school at the Harvard Business. As Director of Narrow Band Marketing, Victor is in charge of setting strategies for Earthlink's Premium Dial business.

Philosophy: Personally, my key philosophy is centered around having integrity. I feel that one should be honest and true in what one says, does and how one behaves. Having a sense of duty and knowing what's right in terms of business and life in general is important. Being honest and true to my beliefs is first and foremost and is the center of having integrity. Having others know that I take responsibility for a problem or an issue that needs to be addressed is something that I value.

### Success 101 tips:

1. Know your customers and treat them well. The Golden Rule (Treat others as you'd like to be treated) can be applied to business as it should in our personal lives.
2. Have others know that they can depend on you or that you are a reliable resource is a key way to achieve success in an organization.
3. Keep the big picture in mind. When working with others one must remember to keep the vision alive. Understanding what the organization is trying to accomplish is important. While working we can sometimes become engulfed with issues that, in the long run, aren't really important. Remembering what's important will take an individual a long way in an organization.
4. To follow opportunity instead of savoring security. The point is to be willing to take risks. This tip works equally well from a personal or business stand point. High risks bring high opportunity. This is a very important success tip that I got from my father.
5. Be known as being a doer. Be known as one who executes tasks that are done well.

EarthLink is the Internet service provider (ISP) solution for an impatient world. Headquartered in Atlanta, EarthLink has earned a national reputation for outstanding customer service and its suite of online products and services. According to J.D. Power and Associates, EarthLink is ranked Highest in Customer Satisfaction Among Dial-up ISPs and tied in the ranking for Highest Customer Satisfaction Among High-Speed ISPs. Serving approximately five million subscribers, EarthLink offers what every user should expect from their Internet experience: high-quality connectivity, minimal drop-offs and ISP-generated intrusions, and customizable features. Whether its dial-up, high-speed, Web hosting or wireless Internet service, EarthLink provides the tools that best let individuals use and enjoy the Internet on their own terms. Learn more about EarthLink visit:

<http://www.earthlink.net/about/ourvalues/cvb/index.html>

Calendar Continued from page 11

## Arizona Continued

October 25

### Hispanic Women's Corporation 16th Annual Hispanic Women's Conference

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).

November 1

### Phoenix Business Journal presents: Business-to-Business Trade Show, 8:00 am to 2:30 pm.

Sheraton Crescent Hotel. The hotel is located at: 2620 W. Dunlap Avenue in Phoenix. The Keynote speaker: Wayne F. Stutzer. 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"

## Southern California

September 12-15.

### Los Angeles Black Business Expo and Trade Show. 2003.

Los Angeles Convention Center, 1201 S. Figueroa St., Los Angeles, CA. Noon until 8 P.M. Expo and Trade show featuring 400+ exhibits of the best business owners and sponsors in Southern California and the world. **Tickets:** \$5 each adult (per day); children 12 and under free. (Must be accompanied by an adult.) Convention Center parking is \$10 per car, so please carpool! Available at the door.

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

September 19 - 20th

### 8th Annual San Diego Black Business Weekend.

The San Diego Urban Economic Corporation puts together two days of informative workshops for all small business owners, on issues ranging from franchising to financing. Join the UBOC team as we present some of our best business practices. For more information visit [www.sducec.org](http://www.sducec.org).

September 19

### AABWV Prayer Breakfast & Business Networking Mixer San Diego - (Mission Valley). 7:00-9:30am.

Quality Resort, 875 Hotel Circle South. The African American Business Women of Vision (AABWV) invite the men & women of the community

to join us at our Monthly Prayer Breakfast & Business Networking Meeting. Registration 6:30 am - 7:00 am; Prayer, Program, Networking & Expo 7-9:30am. \$20 if paid in advance; \$25 at door without reservations . Breakfast and vendor table \$40. Guest Speaker and Topic: TBA. For more information, contact: Dee Sanford at [deesanford@aol.com](mailto:deesanford@aol.com) or 619- 263-6868.

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)

October 9

### Southern California Minority Business Development Council (SCMBDC)

Economic Development Corporate Leadership Award Dinner . The Beverly Hills Hotel Beverly Hills, CA For more information contact: SCMBDC Headquarters, 515 S. Flower St. Ste. 1301 Los Angeles, CA 90071. **Phone:**213-689-6960 **Fax:**213-689-1707 **E-Mail:** [info@scmbdc.org](mailto:info@scmbdc.org)

## Nevada

### 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.

### The Urban Chamber of Commerce (Network Meetings) Las Vegas:

Meetings are held every other Tuesday from 12:00 to 1:00 at 1048 W. Owens. For more information contact: 702 646-4223.

September 10-14

### Las Vegas - Royal Festivals, Inc. Presents The 23rd Annual San Gennaro Feast

The festival features a wide variety of ethnic food vendors, live national acts hourly on the main stage, a carnival midway and fun for the whole family. The festival, held in Las Vegas, is one of the most popular festivals for locals and visitors from all over the world. For more information visit: [www.royalfestivals.com](http://www.royalfestivals.com) or Email: [anthony@sangennarofeast.net](mailto:anthony@sangennarofeast.net)

Continued on next page

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Calendar continued from previous page

November 1

## Nevada Minority Purchasing Council Presents 9th Annual Minority Business Opportunity Day and Trade Fair Las Vegas.

**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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## Connecting the Dots continued from 17

According to Mr. Beck, one of the most important draws for his business is the need for customer appreciation. "When you bring your potential customers on board or maybe your present customers, they enjoy it. They feel you went the extra mile and maybe spent a lot of money on their behalf. When your customer knows you went the extra mile to take care of them, they feel appreciated and you are going to be getting a lot more business out of it. If they are already customers, you are going to keep them loyal for they will appreciate what you did for them over what your competitor would do."

A private three hour cruise on San Diego bay for a reasonable price is an excellent example of an innovative thing for a small business to close a deal or show appreciation for a good customer. This fact has been recognized by a growing number of Southern California businesses, ranging from local car dealerships to Disney. Considering the proximity, it would not be difficult for Arizona businesses to take advantage of this service as well.

## Customer Appreciation Plan

Now, think about your business. What are you doing to appreciate your customers new and old? We would suggest developing a Customer Appreciation Plan. Not unlike a marketing plan, a customer appreciation plan provides your business guidance on how to acquire new customers. It must also focus on keeping current customers happy. Remember, it takes five times the money to acquire a new customer than it does to keep one. Businesses that have appeared in the Ebony Cactus that assist in developing a plan or provide customer appreciation ideas include [Life Strategies Consulting \(see ad on page 2\)](#) and [Taylor Made Promotions \(www.taylormadepromotions.com\)](http://www.taylormadepromotions.com). A quick scan across the web will reveal a number of additional resources that can assist you in exploring this concept. Trust me, such a plan will be well worth your time.

## 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!

## Do you sell or lease:

Art, Automobiles, Clothing, Computers, Fitness Services, Health Supplies, Homes/Real estate, Hotel/Resort Rooms, Leisure activities Office Furniture, Office Supplies, Sports, Travel/Vacation Services, Etc.?

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

Advertise in The Ebony Cactus.

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# In Future Editions of the Ebony Cactus

September 20th 2003:  
Theme: Business Advocates

To speak, plead, or argue in favor of. See Synonyms at [support](#).  
*n.* (-kt, -kt)

The business advocacy organizations tend the gardens where businesses grow. They watch out for the changes in the law, create networking opportunities, encourage the large to hire the small and on and on. They are the supporter and the defender of your right to do business. They use the power of the group to support the rights of the individual. They are your local chamber of commerce and trade association and they are the focus of this issue of the Ebony Cactus. We invite you to explore with us a few of these organizations, the services they offer and how they go about supporting your business.

Scheduled Articles: The United States Hispanic Chamber of Commerce Annual Conference, Phoenix Arizona October 1-4 with comments special to The Ebony Cactus from the National President George Herrera and Arizona Hispanic Chamber President Harry Garewal.  
Associated Minority Contractors of America, Phoenix Chapter  
Greater Phoenix Black Chamber of Commerce  
The Black Contractors Association: San Diego California

Space is available for sponsors or advertisers in this issue: Call 602-821-8191 Space closes September 12th, 2003.

September 27th 2003:  
SPECIAL EDITION!!!

Theme: The 15th Annual Black Business Exposition in Los Angles

With more than 400 exhibitors and tens of thousands of people attending, what a better place to take the pulse of minority business in Southern California.

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

October 6th 2003:  
Theme: Human Resources

Human Resources or HR, is the process that supports your most important resource, your people. This is no small task in this world of group health insurance, 401Ks and stock options. Even if you have no employees save your self, aspects of HR still affects how you run your business. They can not be ignored and must be understood if your are to be success. HR is the focus of this October issue of The Ebony Cactus magazine. Come along and take a look at how a select group of firms help make the labyrinth that is HR straight for their clients and perhaps one day, you.

Scheduled Articles: Creative Human Resource Concepts LLC.  
All About people  
Triad West

Space is available for sponsors or advertisers in this issue: Call 602-821-8191 Space closes September 27th, 2003.

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## LEGAL

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We endeavor to present the most recent, most accurate, and most reliable information on our E-magazine and Website at all times. However, there may be occasions when some of the information featured in The Ebony Cactus magazine or at [theebonycactus.com](http://theebonycactus.com) may contain incomplete data, typographical errors, or inaccuracies. Any errors are wholly unintentional. In addition, the opinions of guest writers are their own and may not reflect the views of TEC and thus TEC can not be held liable. Please be aware that we present our content "as is" and make no claims to its accuracy, either expressed or implied. We reserve the right to amend errors, make changes to our Website, or to update our magazine at any time without prior notice. To the fullest extent permitted by law, The Ebony Cactus magazine disclaims all warranties, expressed or implied.

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### 1. E-mail subscription

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

[Subscriptions@theebonycactus.com](mailto:Subscriptions@theebonycactus.com) or by clicking the subscription link found at [www.theebonycactus.com](http://www.theebonycactus.com)

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

There is no subscription cost.

### 2. Download from the web page

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

No cost.

### 3. Send it to a Friend

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

Tell them

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**THE EBONY CACTUS**

PUBLISHER: Life Strategies Consulting; Issue No. 3 Date: Feb/Mar., 1999

A BlackGurl's World is as big as any dream and if you are a BlackGurl then you know just what I mean. Your hopes can be on high. Reality can bring you down. You can have an experience that knocks you to the ground. Yet no matter what you go through. You bounce right back on track and never does a BlackGurl ever wish she was not Black. A BlackGurl is variety. All colors, shapes and sizes. Due to all the styles we have. Other women do despise us. Our World is filled with glitter and gold.

God made BlackGurl and broke the mold!

BlackGurl!  
P.O. Box 543  
Hartford, CT 06143  
BlackGurl@aol.com

**The Phoenix Black Renaissance 1999**

By: Angela Miller

NO, Harlem is not the city of which EC is referring to but, rather, Phoenix, AZ. Look around you... it's right here. The Renaissance is here and moving faster than the speed of light.

Change in reference to the valley's African American culture, living, expectations, work, love, spiritualism and of course the arts is abound.

**Black Venus Elegant Arts & Books**  
Featuring some of the hottest Black writer of the day BLACK Venus offers Afrocentric books, Art and Novellas.  
Location: 4122 E. McDowell Rd.  
5m. 10 Call for Store Hours:  
602-2250872

Creativity among some of the area's most inspiring minority individuals of the written word, visual works and audible sound is creeping out of the dark shallow secret rooms of imagination. Bursting onto the scene like a ray of light that has been so desperately awaited upon by the Black residents of Phoenix.

The population is growing with business luring eastern dwellers the sunny climate of the valley, relaxed atmosphere enhances (easterners) visions of staying in valley making Phoenix their home. And, as they do begin to relax a settle here, they bring with them want, an undying craving to be culturally engaged in the Black.

Every year, African Americans have a great gift in the arts come of the closets and share their gift with the listening and viewing go. Those who are sharing their gift LaSean Smith of Sonic Boom Productions, Surround Sound Asylum rap duo, A Lil' Sumpin Sumpin local female rapper, Young of Models Plus, Inc., J.R. Shannon, Debra Rene' "The Poet", Anthony Kirshion of C Production (Music Production Company), Gaynel Hodge (former member of the Playars singing and of course Fatimah an African American female genius of the spoken word.

The above artists have a special to share in the arts. Seek them, others like them out for a release The Phoenix Black Renaissance experience.

**The Ebony Cactus**  
Designed especially for the Phoenician African American who seeks to Elevate toward Success

Publisher, Senior Editor, CEO:  
Angela R. Miller for Life Strategies Consulting, Phx.  
Contributing Guest Columnists:  
Dr. George B. Brooks, Jr.: Phx, AZ.

What a difference 4 years make.

**THE EBONY CACTUS** magazine  
Vol. 2, No. 4  
March 6, 2003  
A New Perspective on Business

**The House on the Hill**  
Dunn's Way Bed and Breakfast  
Tucson Arizona  
[www.TheEbonyCactus.com](http://www.TheEbonyCactus.com)  
Making it Happen!

Nuff Said

Read  
The Ebony  
Cactus

Celebrating  
African American  
Achievement



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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