

A New Magazine for a New Day

# Next Horizon Magazine

Innovation: The Power to Seize Tomorrow!

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Inaugural Edition: Volume 1,  
Number 1. March/April 2007

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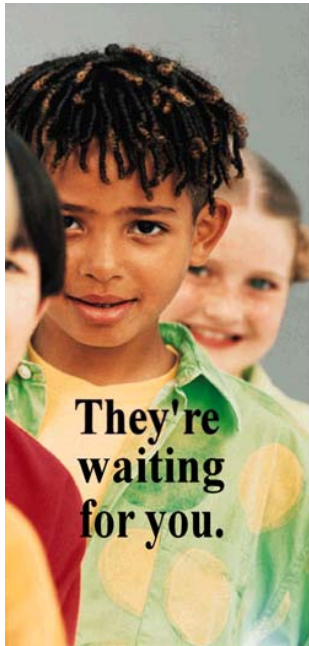
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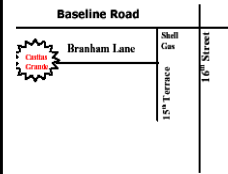
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## Raison D'Etra



A great magazine requires a great mission to sum up its intentions, priorities and values and to serve as a guide for future endeavors. It is our Raison D'Etra (Reason to be). However, such things can not be done in a vacuum so we were honored to have a few of the leaders we have worked with over the past 5 years including Arizona's Governor the Honorable Janet Napolitano submit their thoughts on what we are seeking to accomplish.

### Mission Statement

The mission of NxT Horizon magazine is to present a vision of economic and educational success that inspires followers to become leaders and leaders to become innovators. This will be accomplished through:

- Promoting the synergy of knowledge, vision, entrepreneurship, leadership, engagement, diversity, ingenuity and innovation as potent means of economic and social empowerment.
- Showcasing new ideas and who is using them.
- Engaging the issues, agencies and industries that move the state region and nation.
- Demonstrating how things work.

Through these actions we will change the societal paradigm and empower the reader to seize tomorrow.

[Continued on the next page](#)



## The Honorable Janet Napolitano - Governor State of Arizona

The 21st century economy is placing new demands on education, government and business. To maintain the U.S. position as an economic leader, we must innovate, and be willing to try new approaches and new ideas. Business is a big part of this. Business leadership understands - better than anyone - about the need for improved education to support that innovative environment and to supply the educated workforce we need in Arizona. A thriving business community will help us maintain the incredible quality of life so many Arizonans value. Nxt Horizon embraces this vision by encouraging businesses to engage and succeed.



## Ron Williams - President and CEO Grand Canyon Minority Suppliers Development Council

The world is changing and truly is becoming a global market and those changes are going to effect minority business. So we are looking forward to proactive efforts to identify where we need to reach out educate minority and small business owners to enable them to get to the next level. NxT Horizon understands that you have to go where the people are. You can not just call, blow the horn and hope that they come to you. I believe this magazine will assist in understanding where the new markets are today and will be in 5, 10 and 20 years.



## Robert Blaney - Arizona District Director, Small Business Administration

The vision of a robust economy and an inclusive future for small business is so important and I wish you the very best for great success. Our economy is comprised of entrepreneurs and small business people who take a great idea, add desire and turn that vision into a living. Many come to our offices everyday with new and innovative ideas that will help lead and keep us competitive for the future. The NxT Horizon illustrates the vision needed for a robust economy and an inclusive future for small business.



## Ricardo Carlo - Executive Director Associated Minority Contractors of America

For a while small firms did not know how to acquire work or partnership with large corporations. This has changed recently for these organizations are now doing outreach and offering procurement training. I feel within years to come NxT Horizon can be a powerful vehicle for getting the word out to small firms on procurement opportunities that will occur in the future.





## THE POWER TO SEIZE TOMORROW!


By George and Angela Brooks

Welcome to the first edition of NxT Horizon. Back in 2001 we started our first business magazine the Ebony Cactus. After writing hundreds of articles we have come to understand that in the global economy of the 21st century, prosperity will come to who can out innovate who. That is, who is best at creating value out of new ideas, products, services or new ways of doing things. That is pretty straightforward is it not? Jump on the innovation bandwagon, make money or be left behind. But under the surface there is much, much more.

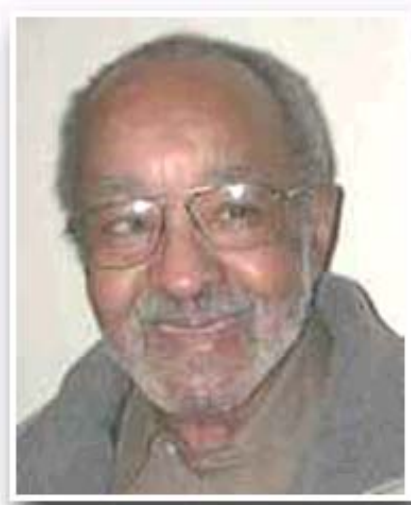
### Renaissance

It seems we live in an extraordinary time. The more we studied the issue the more it became clear that beyond this new age of innovation and entrepreneurship, something bigger was just over the horizon. What we see is what could be the dawn of a new American Renaissance. A new day that will bring more than a flowering of new technologies, but if the synergy found in the diversity of the American people was truly harnessed, an explosion in education, culture and the arts as well.

### Tao

To take your place in this new American Renaissance you will need to know how. Words are powerful and “how” is one of the most important words there is. It is the word that separates fiction from fantasy. How, is the term of empowerment. The Chinese believe that there is a Tao (how) to everything and that once you understand it, there is nothing that can not be achieved. That is the reason we created NxT Horizon, to capture for your benefit the “how” of what is about to happen. The Roman poet Horace said Carpe Diem, seize the day! Through NxT Horizon, we seek to give you power to seize tomorrow. 

# Moving UP



Emmett Chappelle

## NASA Scientist Inducted Into National Inventors Hall of Fame

Emmett Chappelle, retired research scientist from NASA's Goddard Space Flight Center, Greenbelt, Md., has been named one of 16 inductees for 2007 into the National Inventors Hall of Fame. The honorees will be inducted during ceremonies May 4-5, in Akron, Ohio. The National Inventors Hall of Fame was founded in 1973. The recognition honors innovators who have changed society and improved the way we live. Chappelle was chosen for his work with Lyophilized Reaction Mixtures.

His work revealed that a specific combination of chemicals causes all living organisms to omit light. Through his discovery, Chappelle facilitated important findings within the fields of biology and chemistry. His research efforts led to the development of remote sensing of vegetation health through laser-induced fluorescence. He also developed techniques used to detect bacteria in urine, blood, spinal fluids, drinking water and foods. "I really enjoyed my time at Goddard," Chappelle stated just after the official inductees list was announced. "The people made it a great place for me to do my research, and I really appreciate that NASA allowed me to conduct such important research there." When asked what he misses the most about working at Goddard he simply responded, "The people." Chappelle first began work for NASA in 1963 while a senior biochemist at the Hazelton Laboratories, Falls Church, Va. In 1966, he began working at the

Goddard Space Flight Center as an exobiologist and, later, as an astrochemist. Chappelle retired from Goddard in January 2001.

**Born in Phoenix Arizona**, Mr. Chappelle received his bachelor's degree in biochemistry from the University of California at Berkley in 1950. Until 1952, he was an instructor in biochemistry at Meharry Medical College, Nashville, Tenn. Chappelle then earned a master's degree in biochemistry at the University of Washington in Seattle, graduating in 1954. From 1956 to 1958, he was a research associate for the Department of Chemistry at Stanford University, Palo Alto, Calif. Chappelle then worked as a staff scientist for the Marrietta Corporation, Baltimore, Md., until 1963. During his 34-year Goddard career, Chappelle's innovative research led to 14 United States patents and many awards for his work, including the NASA Exceptional Scientific Achievement Award. Chappelle produced more than 35 peer-reviewed scientific or technical publications, nearly 50 conference papers, and co-authored or edited numerous publications. He also has been recognized as one of the top one hundred African Americans scientists and engineers of the 20th century, as documented in the Museum of Black Innovations and Inventions. For more information about NASA and agency programs, visit: <http://www.nasa.gov>



S. Mac McNeil

## Chase Bank Promotes S. Mac McNeil to Vice President

S. Mac McNeil was recently promoted to Chase at Work Specialist/Assistant Vice President with Chase Bank in Phoenix, AZ. Mac had previously been a successful Branch Manager for Chase Bank for nearly two years. He currently oversees two districts in the Phoenix In-store/New-Build Market to facilitate the Chase at Work benefit program to employers and their employees. Mr. McNeil is a frequent and valued editorial contributor to The Ebony Cactus and NxT Horizon magazines.



Nathan Hollis


## Pima Medical Institute Promotes Nathan Hollis, II As Faculty Coordinator Of Mesa Campus

Mesa, AZ - Pima Medical Institute, 947 S. Dobson Road in Mesa, has announced Nathan Hollis II. has been selected as Faculty Coordinator. Nathan originally joined PMI in September 2005 as the Curriculum Coordinator and was recently promoted to Faculty Coordinator.

Hollis, a Gilbert resident, taught in the Tempe Elementary School District prior to joining PMI. He received a B.A. degree in Elementary Education from Arizona State University in 1998 and a Masters in Education from Northern Arizona University in 2001.

"Nathan's expertise in both education, as well as curriculum design made him a strong candidate from the beginning," said Christopher Luebke, campus director of the Mesa career college. "He has also demonstrated the ability to lead and guide, which is crucial in this position. We are pleased to welcome him in his new role as Faculty Coordinator."

PMI is one of the premier medical career colleges in the western United States. The privately owned, accredited school provides students with a well-rounded education embracing theoretical classroom studies, as well as on-site training at medical facilities that mirror the working environment they will pursue after graduation.

PMI has been serving students since 1972, with campuses in: Albuquerque, New Mexico; Mesa and Tucson, AZ; Denver and Colorado Springs, CO; Seattle and Renton, WA; Las Vegas, NV and Chula Vista, CA. Additional information is available at <http://www.pmi.edu> or by calling 1-888-442-5998. 

"If you're not failing every now and again, it's a sign you're not doing anything very innovative."

Woody Allen

# News

## ATIC: ARIZONA STATE UNIVERSITY LAUNCHES NEW TECHNOLOGY INITIATIVE FOR ENTREPRENEURS



After entrepreneurs and start-ups have established a game plan for their business, where do they go to actually build their product ideas, especially when resources are lacking?

ASU's College of Science and Technology at the Polytechnic campus in collaboration with the Office of the Vice President for Research and Economic Affairs has launched the Advanced Technology Innovation Collaboratory (ATIC) to provide a solution to this challenge. ATIC takes entrepreneurs' innovations from paper to an actual prototype.

ATIC is the latest venture to help innovative entrepreneurs in the greater Phoenix area leverage ASU's assets and ideally complements ASU Technopolis' entrepreneurial education, coaching, and networking services to entrepreneurs in the Valley.

"Many innovators and entrepreneurs in the Valley lack the resources to take a genuine product idea from its design concept to a real 'hands-on' prototype model," says Bulent Bicer, ASU's senior officer for Corporate Relations. "The Advanced Technology Innovation Collaboratory provides engineering, design and product development services to entrepreneurs and small- to medium-sized enterprises (SMEs) who have a solid, innovative product idea."

ATIC is the latest venture to help entrepreneurs in the Phoenix area leverage ASU's assets and complements ASU Technopolis' education, coaching and networking services. With faculty and students up-to-date on cutting edge technologies as well as a vast array of technology disciplines, from software to manufacturing to graphics design and marketing, ATIC helps entrepreneurs take their conceptual designs to an actual manufactured prototype to be able to move to the next step - commercialization.

Dr. Anshuman Razdan, director of ATIC explains, "Product development is a complex process and that makes ASU a natural ally to SMEs. ATIC brings ASU's knowledge capital, access, network and project management under one umbrella to make it easy for SME's to work with ASU."

ATIC's first clients include a local small enterprise, Kutta Consulting, Inc., that received a Small Business Innovation Research (SBIR) grant to provide Incident Commanders (ICs) with 2D/3D imaging visualization tools necessary in tracking where first responders, like firefighters, are located in a building once they go in to respond to an emergency. The tool will help ICs direct resources more efficiently and effectively, lowering the risk of loss and saving lives.

Another local small enterprise benefiting from ATIC is Nucleic Solutions, a company founded by a nationally recognized ASU Biochemistry Senior James Cronican with the help of ASU's Edson Student Entrepreneur Initiative. ATIC has been working with Cronican to design and create a prototype of his idea of an automated DNA /RNA extraction system that isolates biomolecules for biotechnology research and development applications.

"This program not only benefits the entrepreneurs, but also ASU students. It's a great way for students at the Polytechnic campus to gain hands-on experience on real life projects and work face-to-face with clients," adds Timothy Lindquist, interim dean of the College of Science and Technology. "The experience sharpens their engineering technology knowledge, and builds their communication and project management skills." While ATIC is part of the College of Science and Technology, it is intended to serve as a collaborative focal point, bringing in faculty from any program area at ASU's Polytechnic campus and other campuses for their expert input. Potential collaborators include engineering, business, health and wellness, printing, electronics, software, computers and even alternative energy.

For more information about ASU's Advanced Technology Innovation Collaboratory, contact Jane Laux, (480-727-1647), [jane.laux@asu.edu](mailto:jane.laux@asu.edu) or visit <http://atic.asu.edu>.

## ARIZONA MED WEEK 2007 NOMINATION DEADLINE APRIL 13, 2007

The Arizona Minority Business Enterprise Center solicits your nominations for this year's annual Minority Enterprise Development Week Celebration to be held mid July. All Nominations are due by April 13, 2007.

### **About MBDA:**

The Arizona Minority Business Enterprise Center represents the Minority Business Development Agency (MBDA), a part of the U.S. Department of Commerce. The MBDA is the only Federal agency created specifically to foster the establishment and growth of minority-owned businesses in America. Under MBDA's new leadership, the Agency will become more entrepreneurial and have a new focus on innovative solutions to enhance minority business development.



### **Minority Business Enterprise Center**

### **About AMBEC**

The Arizona Minority Business Enterprise Center (AMBEC), is a non-profit organization federally funded by the Minority Business Development Agency and the US Department of Commerce. AMBEC's program concentrates on minority business enterprises with \$500,000 or more in annual revenues that are generating significant employment and long-term economic growth. Our goal is to promote the growth, expansion and competitiveness of minority owned firms by providing professional strategic business consulting service, opportunities and resources. We assist Minority Business Enterprises in the areas of financing, planning, management, marketing, and also in obtaining Government procurement (contract) opportunities.

### **History of the Event:**

The Minority Enterprise Development (MED) Week Conferences are the largest federally sponsored activities held on behalf of minority business enterprises (MBEs).

Since 1983, the U.S. President has proclaimed a National MED Week observance to recognize the outstanding achievements of MBEs and to honor those corporations and financial institutions that support minority business development. Annual regional conferences and activities are organized by the U.S. Department of Commerce's Minority Business Development Agency (MBDA) in collaboration with the U.S. Small Business Administration's (SBA) Office of Government Contracting and Business Development. These events culminate at the National MED Week Conference in Washington, D.C., which provides a unique forum to address the major issues affecting the growth and development of MBEs.



Although MBDA has traditionally focused on business opportunities for minority business enterprises (MBEs) in the U.S., it has expanded its vision to include international development assistance by helping MBEs learn more about how to conduct business abroad. Thus, supply chain management is even more relevant to the success of minority owned firms. The substance of the Conference will provide critical information to the minority business community, and to corporate America, which increasingly

recognizes that minorities are the fastest growing segment of the Nation's population and a significant economic force. The National Minority Enterprise Development (MED) Week Conference is the largest federally sponsored activity held on behalf of MBEs.

Please do call us if you have any questions or just to talk with us! Ask us how we can add value to your members and clients. Help us help the minority business community succeed! [Click here to download nomination form in MS Word format.](#)

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**Editors Note:** NxT Horizon's sister publication The Ebony Cactus was the 2006 Arizona MED Week Media Cornerstone Award Winner. NxT

## 2006 ARIZONA MED WEEK AWARDS PROGRAM AND VIDEOS OF WINNERS ARE AVAILABLE ON-LINE



The Program and Videos of the 2006 Arizona MED Week award winners are available online courtesy of the Ebony Cactus magazine and the AMBEC.

To view the MED Week Videos and future video podcasts we have chosen the mp4 format. This way you can view the videos from your browser or use the rss update feature in your podcatcher like iTunes to receive the video podcasts as soon as they are available.

To view our mp4s we recommend QuickTime and/or iTunes. Both download and install quickly and easily into Windows or Mac OS. To begin, go to: <http://www.quicktime.com>. To download program (pdf format) and video links, click [HERE](#).

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Compromising You, Only Short-Changes Us

# Clear Thinking

By S. Mac McNeil

Photo credit: 1. S. Mac McNeil and Clifton Jansky



There is synergy in diversity. This is the claim of this magazine's publisher, and I whole-heartedly agree. I believed this to be true my entire life, which is probably why I am a misfit in Memphis, TN, where I was born. Memphis is a great city for barbecue, blues music, rock and roll, and Elvis nerds, but in Memphis diversity is primarily translated to mean, "do you want baked beans or pinto beans with your dinner, hun'?" Ok, I'll admit that was wrong, but not far from the truth. Diversity in the context of this discussion relates primarily to the diverse racial outline of the Western Region of the United States, and the potential for great success in leveraging the diverse gifts and differences into one beautiful economic instrument.

Until this past weekend, I only perceived this hypothesis in a linear pattern. What helped me to broaden my thinking was my interaction with one of the great music minds of our time: multi Grammy Award(r) - winning artist, Kirk Franklin (<http://www.kirkfranklin.us>). I met Kirk at the Gospel Music Association Academy in Dallas, TX just days after him winning two more Grammy Awards(r) to add to his chess board of awards. My fifteen minute talk with Kirk truly impressed me, but what really primed the gray matter in my cranium was observing the audience during the small private concert he gave us.





Photo credit: 2. S. Mac Mcneil and Kirk Franklin

To begin with, the audience was extremely diverse, largely due to the fact that Kirk Franklin was in attendance. This fact alone leads into the intended point of this article. His fan base included young and old (70 years old to be exact) white men and women, young and old black men and women, an Indian man, several Hispanics, and a short, stocky, light-skinned brotha: me :). The amazing part of the evening was observing the way that the concert played out. Kirk, on stage alone with a keyboard, played some of his music and the audience sang the songs. All of the audience! I witnessed fifty year old white women, one row in front of me, singing the words to "Stomp" with vigor and excitement, without a teleprompter! I curiously watched a seventy year old white man, three rows in front of me, dance, sway, and sing to "Imagine Me." What a treat!

Earlier, Clifton Jansky (<http://www.cliftonjansky.com>), 2004 CCMA Male Vocalist of the Year, black cowboy hat and all, sang one of his biggest country hits while a group of black youth did the country two-step in the back of the room. What an electrifying night! Because of all of this energy, another hour and a half after the concert was spent networking with business minded individuals from all over the country. Hip-hop, urban, gospel, country, and jazz artists, producers, and managers were networking with the fervor of diversity moguls. It was a beautiful sight. I think I cried. Ok, maybe it was sweat from all of the dancing, but it was still emotional.

Now, for the punch line: To create a diverse economic engine within the Southwest Region of this great country, we are going to need all of you to be you! Successful synergy is sometimes mistakenly understood to mean homogeneous chemistry, but Kirk and Clifton added "meat" to the hypothesis that diversity creates much greater synergy, and energy, than a homogenous formula. Neither one of these artists compromised their artistic being, nor was required to, in order to heterogeneously mix gender, race, ethnic, and genre categories into one huge networking event. In order for the Southwest Region to leverage the gifts of diversity within our area, we must also exponentially encourage our individualisms to shine within the greater calling. In the words of Sammy Davis, Jr., "I've gotta be me." After all, it is the best thing for us.

*NxT.*

# Coach's Column

By Loretta Love Huff

**W**ork for a boss who drives you nuts? Trying to get buy-in for a great idea you had? Can't figure out how to get those employees to listen to you and do what you say? Ask Loretta Love Huff In the Corporate Coach column she will answer your most vexing questions about the world of work.

Whether you're an executive, manager or employee in someone else's company or own a company yourself, send in your questions and we'll offer insights or suggestions to help get you through your day. Email your questions to [letters@NxTHorizon.com](mailto:letters@NxTHorizon.com).

Now, for the small print...I'm not an attorney, so don't take anything written here as legal advice. Just practical wisdom gleaned from decades of experience working in large and tiny companies with brilliant and awful people.



## Dear Coach Huff

Dear Coach. By profession I am a research scientist. I am pleased that God has granted me some success for my inventions are making the company I work for a considerable amount of money. Despite this however, I would like to grow as a person and professional and would like to advance to administration. The problem is my company has decided that I am more valuable where I am and will not approve a move. Help!

**Sincerely,  
S.W., San Diego, California**

## Dear S.W.

Congratulations on using God's grace to create inventions that are generating revenue for your company! Not knowing your exact situation, I'll respond to your inquiry on a couple of different levels. It's a great question, no matter where you are in the 'food chain'.

One would think that this alone would provide the kinds of recognition you desire in the way of promotional opportunities. Often times, however, people with keen technical skills have a hard time making the transition into administration or management positions within their firms. We often think that doing great work is enough to open the doors of opportunity. What I find however, is that it takes more than that.

It takes building relationships with key decisions makers and getting them in your corner. I worked with a Vice President at a large financial services company who wanted to progress. She was brilliant at what she did. It wasn't until she reached out and started building bridges with other (more senior) leaders that her reputation expanded from being a brilliant technologist to being a candidate for a broader range of positions. It was a challenge for her because she was inherently an introvert. However, she stepped out of her comfort zone and is now being groomed to become a Senior Vice President.

Your situation reminded me of a recent PBS Forgotten Genius segment featuring Percy Lavon Julian, renowned 20th century African American chemist.

Ask for feedback on your current skill set as it relates to the types of positions you're ultimately interested in. Since they've told you you're more valuable where you are, it may be that they aren't convinced that you would be as effective as you currently are if you were in a different role.

Propose an interim, hybrid position - perhaps one with both administrative and technical responsibilities. If your company really values you, they may be willing to create a position that both leverages your skills and allows you to demonstrate your competence in other areas.

Ask for other suggestions on how to build the skills you'll need to be successful in administration. Then develop them. Take classes. Lead cross-functional project teams. Read leadership and management books and journals. Engage in activities that will demonstrate your administrative skills in addition to your technical expertise.

Talk to administrators that you admire who were once scientists and ask them how they made the leap. (People love talking about them selves.) Invite people who might hire you down the road, or influence others who might hire you, to coffee. Share your goals with them and enlist their support in building the necessary skills, relationships and reputation within your firm.

Also, make sure you are communicating the value of the inventions you've created to key decision makers. Beyond the monetary benefits your company has enjoyed, speak about how your company's reputation has been enhanced along with the positive impact the products have had on society. Finally, if others have contributed to your success, make sure they get proper recognition for their efforts.

You can't just rely on doing a great job to get ahead. You will need the support of others who also sing your praises - and you will need to proactively solicit and garner that support. Assuming you've mastered all of that and you're still not satisfied with your progress, there are a couple of other options. I've often said that one of my fundamental beliefs is that we all have more options than we generally see and more control than we tend to take.

You have to ask yourself how important this next move is to you. If you're passionate about it and committed to it, make sure your employer knows how strongly you feel about the matter. I've often coached managers and employees who were deeply frustrated, but had not communicated their needs in a clear, objective yet compelling manner. Search your soul to make sure you're ready to take a stand. Then, if you are, without being angry or heavy-handed, express both your gratitude for the opportunity to contribute to their bottom line as well as your frustration over being confined. Perhaps they don't understand how important the matter is to you.

On the other hand, perhaps something else is at play. Your situation reminded me of a recent PBS Forgotten Genius segment featuring Percy Lavon Julian, renowned 20th century African American chemist. Julian overcame seemingly insurmountable odds even finding employment as a black chemist in the 1930s. His ground-breaking work involved the synthesis of botanical enzymes producing 'miraculous', yet affordable drugs and products garnering numerous patents and millions of dollars for his employer.

His passion and commitment for helping people through science had him working surreptitiously on projects he found meaningful when his employer wanted him to focus on more mundane money-making products.

Eventually, he struck out on his own, building his own laboratory and factories and (again, after more apparently insurmountable odds), reaping the rewards of his vision and determination.

So, you have to ask yourself, how important is your dream and what are you willing to do to fulfill it? *NxT*

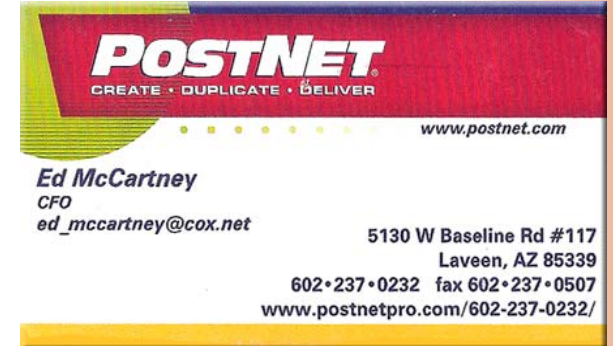
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"The practice of R&D involves making mistakes, realizations, corrections, and more mistakes. Trial and error is a fundamental part of the process. Too many managers in corporate America learn to avoid invention and new thinking because they have been convinced that their careers depend upon not making mistakes."

-- Tom Huff

# Business Cards





Robert Blaney

District Director Arizona District Office

Reaching the NxT Horizon with Financing from SBA's 504 Loan Program



The biggest challenge you will face as a business owner next to starting your own business is taking it to the next level or as some might say "the NxT Horizon."

If you are a seasoned entrepreneur, who has successfully navigated around the pitfalls that cause early business failure; you're ready to grow, and financing again is an issue.

The SBA 504 loan program is especially designed to help small businesses at this juncture because it provides growing businesses with long-term, fixed-rate financing for major fixed assets, such as land and buildings. A Certified Development Company is a nonprofit corporation set up to contribute to the economic development of its community. CDCs work with the SBA and private-sector lenders to provide financing to small businesses.

Typically, a 504 project includes a loan secured with a senior lien from a private-sector lender covering up to 50 percent of the project cost, a loan secured with a junior lien from the CDC (backed by a 100 percent SBA-guaranteed debenture) covering up to 40 percent of the cost, and a contribution of at least 10 percent equity from the small business being helped.

The maximum SBA debenture is \$1,500,000 when meeting the job creation criteria or a community development goal. Generally, a business must create or retain one job for every \$50,000 provided by the SBA except for "Small Manufacturers" which have a \$100,000 job creation or retention goal (see below). The maximum SBA debenture is \$2.0 million when meeting a public policy goal.

The public policy goals are as follows:

- Business district revitalization.
- Expansion of exports.
- Expansion of minority business development.
- Rural development.
- Increasing productivity and competitiveness.
- Restructuring because of federally mandated standards or policies.
- Changes necessitated by federal budget cutbacks.
- Expansion of small business concerns owned and controlled by veterans (especially service-disabled veterans)
- Expansion of small business concerns owned and controlled by women.

The maximum debenture for "Small Manufacturers" is \$4.0 million. A Small Manufacturer is defined as a small business concern that has its primary business classified in sector 31, 32, or 33 of the North American Industrial Classification System (NAICS); and all of its production facilities located in the United States.

In order to qualify for a \$4 million 504 loan, the Small Manufacturer must meet the definition of a Small Manufacturer described above, and either create or retain at least 1 job per \$100,000 guaranteed by the SBA or improve the economy of the locality or achieve one or more public policy goals.


Proceeds from 504 loans must be used for fixed asset projects such as purchasing land and improvements, including existing buildings, grading, street improvements, utilities, parking lots and landscaping; construction of new facilities, or modernizing, renovating or converting existing facilities; or purchasing long-term machinery and equipment. The 504 Program cannot be used for working capital or inventory, consolidating or repaying debt, or refinancing.

Interest rates on 504 loans are pegged to an increment above the current market rate for five-year and 10-year U.S. Treasury issues. Maturities of 10 and 20 years are available. Fees total approximately three (3) percent of the debenture and may be financed with the loan.

Generally, the project assets being financed are used as collateral. Personal guaranties of the principal owners are also required.

To be eligible, the business must be operated for profit and fall within the size standards set by the SBA. Under the 504 Program, the business qualifies as small if it does not have a tangible net worth in excess of \$7.5 million and does not have an average net income in excess of \$2.5 million after taxes for the preceding two years. Loans cannot be made to businesses engaged in speculation or investment in rental real estate.

If you need to speak with someone to discuss your business situation the SBA has partners who provide free, confidential counseling. SCORE, Counselors to America's Small Business, the Small Business Development Center Networks and our Women's Business Centers all provide counseling, at no cost, on these and other issues facing small business owners.

For more information about all of SBA's programs for small businesses, call our district office at 602-745-7200 or visit the SBA's extensive web site at [www.sba.gov](http://www.sba.gov) 



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SYNERGY



# San Diego

BUSINESS CAN BOOM BETWEEN THE SUN AND THE SAND

# Synergy: San Diego

by: Dr. George Brooks, Jr.



Synergy is the effect of when two or more agents work together to produce an effect that is greater than the sum of the parts. Synergy is that affect that amplifies events. When it occurs it can make good things great and great things greater. There is great economic and cultural synergy in the southwest with San Diego being one of the nodes. This gateway city to the United States and Mexico hums with the excitement of anticipation. Something great is about to happen here. The only question is when. As with any opportunity, they are only available to those with the vision to see them, the capacity to work them and money to fuel the project. But there are solutions. Lets take a closer look.

Only 1.25 hours away if you fly and 5 hours away if you fly low, transit between Phoenix and San Diego can take not much more time than taking a bus downtown and the airlines fly more often than the buses run. For those in the know, the billions of dollars of development on both ends of Interstate 8 is an irresistible attraction. Let me give you an example:

## The San Diego Trolley

Light rail is all the buzz now in Arizona. After many years of trying, Phoenix finally approved its first line a few years back and will spend 1.2 billion to make it so. Tucson is considering a line as well. However, the poster success story for light rail systems is the San Diego Trolley. First constructed in the early 1980's for only 85 million dollars, it's first line ran from downtown San Diego to San Ysidro which borders Tijuana. Despite the many nay sayers in this car friendly state, the trolley was a success. Twenty years later, the city is building the last 5.9 miles of it's third line for \$431 million. This work includes extended elevated sections above and across Interstate 8 and a subway reach through San Diego State University.





## Visions of Things to Come

As in Arizona, San Diego is an integral part of the innovation wave. Like a surfer, minority businesses must be positioned to ride this swell when it rises and not be caught on the beach watching the fun from afar. One can see the wave building now. Phoenix, Tucson and San Diego are building new freeways, new rail systems, new stadiums, schools, downtown revitalization projects, additions to the airports, municipal buildings and thousands of units of housing. All in preparation of things to come.

San Diego's economy is not limited to municipal works. There is a huge military presence, the sea port and the city boasts a number of world renowned universities including Scripps Institution of Oceanography, part of the University of California, San Diego. The private sector is extensive. A few of the top private corporations include Sharp Healthcare, Qualcomm, Kaiser Permanente, Scripps, Pacific Bell, Science Applications International Corp. (SAIC), Albertson's, Inc., Sempra Energy, Sony Technology Center, Palomar Pomerado Health Systems, United Parcel Service and National Steel and Shipbuilding Co. Each one of these businesses like the hundreds of other smaller ones, outsource and require services that minority business can provide.

## Tourist Trade

Like Phoenix and Las Vegas, San Diego is a tourist town. However, due to weather considerations, the on and off seasons on the coast are opposite those in the desert. This difference in itself is a major opportunity for continued business year round. San Diego is known for its attractions including The San Diego Zoo, Sea World, Wild Animal Park, Birch Aquarium, beaches, and deep sea fishing. All of these attractions require hotels and resorts to house their patrons. Many tourists come to San Diego to visit Mexico.

## Mexico

Business with Mexico is a significant opportunity. According to the Mexico Business Center, part of the San Diego Regional Chamber of Commerce, More people of Mexican descent live in San Diego and Southern California than in any other region outside of Mexico City. This fact in combination with the short transportation distances sets up the region to be an economic powerhouse of trade between Mexico and California, the United States and the world.

### Partnering is key

Logically no matter where you are, it takes similar skills to build and eventually run a certain kind of business, a train system for example. Thus it is reasonable to assume, that somewhere in the 20 year history of the San Diego Trolley, Coaster (the train to the beach cities north of San Diego) or Amtrak, many minority owned businesses in San Diego have gained contracts for construction, maintenance, operations, accounting or the thousands of other services that are necessary to operate an enterprise of this type. These businesses could be looking for a local partner in the Phoenix and Tucson areas to allow them to bid on Arizona contracts. Conversely, Arizona firms with little experience in train systems could build their capacity by partnering with an experienced San Diego firm.



### San Diego Regional Chamber of Commerce:

Good for Business, Good for San Diego is the motto of the Greater San Diego Regional Chamber of Commerce. A excellent place to get started regarding doing business in San Diego Chamber membership is reasonably priced, a great value and offers numerous services in support of your business mission. From our personal experience, the staff is open, engaged and inviting to new and established businesses. A complete list of services is found on the Chamber's web site.

## Information Sources:

In this article I have only touched the surface of the opportunities that are shared between the Sun and the Sand. There is much more to be learned. Until our next installment the following links will direct you to some powerful sources of information on doing business in San Diego.

### Contacts

<a href="http://www.sannet.gov">http://www.sannet.gov</a>	San Diego City Government
<a href="http://www.sandiegobusiness.org/pdf/book_of_facts/GroFrc_Hsg.pdf">http://www.sandiegobusiness.org/pdf/book_of_facts/GroFrc_Hsg.pdf</a>	The book of facts
<a href="http://www.sandiegobusiness.org">http://www.sandiegobusiness.org</a>	San Diego Regional Economic Development Corporation
<a href="http://sandiego.areaconnect.com/statistics.htm">http://sandiego.areaconnect.com/statistics.htm</a>	Statistics
<a href="http://www.sdchcc.com/index.htm">http://www.sdchcc.com/index.htm</a>	San Diego County Hispanic Chamber of Commerce
<a href="http://www.sdbp.com/">http://www.sdbp.com/</a>	San Diego BLAACK pages Business listings and more.
<a href="http://www.bcasd.org">http://www.bcasd.org</a>	Black Contractors Association San Diego
<a href="http://bassure@aol.com">http://bassure@aol.com</a>	Multi-Cultural Contractors Group San Diego
<a href="http://www.sdchamber.org/">http://www.sdchamber.org/</a>	San Diego Regional Chamber of Commerce

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"The greatest danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it."

-- Michelangelo

"Never innovate to compete, innovate to change the rules of the game."

-- David O. Adeife

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# On the Air Podcast

September 2006

## How to do business with the City of Phoenix Pt3

**Host:** **Dr. George B. Brooks, Jr.** Co-Publisher & Editor The Ebony Cactus magazine.

**Guests:** **Carole Coles Henry** (photo standing right) Director City of Phoenix Equal Opportunity Department.

**Jackie Johnson** (Photo standing left) Equal Opportunity Department

**H. Anthony Hatcher** (Photo standing center) Finance Department

**Carolyn Gall** (Photo seated left) Equal Opportunity Division Deputy Director

**Mark Escobedo** (Photo seated center) Engineering and Architectural Services

Since December of 2005, The Ebony Cactus magazine has been pleased to work with the City of Phoenix Equal Opportunity Department to develop a series of 3 Podcasts detailing how Minority, Women and Small Business Enterprises (M/W/SBE) can do business with the City of Phoenix. Our principal guest in these broadcasts has been **Carole Coles Henry**, Director of the City of Phoenix Equal Opportunity Department, and speakers have ranged from the City Engineer to the Deputy Director of the Phoenix's Finance Department. Subjects include a history of the City's program, how to use it and the importance of certification. The information is detailed, straight forward and very useful. (Note: you do not need an iPod to listen. Any computer with sound will do.) The podcasts are free. To listen, go to <http://www.NxTHorizon.com>. Click on the podcast links and your computer will do the rest.

**Podcast number 1** introduces the City of Phoenix M/W/SBE program and provided an overview and history of the program. It also discusses how the program had been changed in 2005 and the City of Phoenix's continued commitment to minority business.

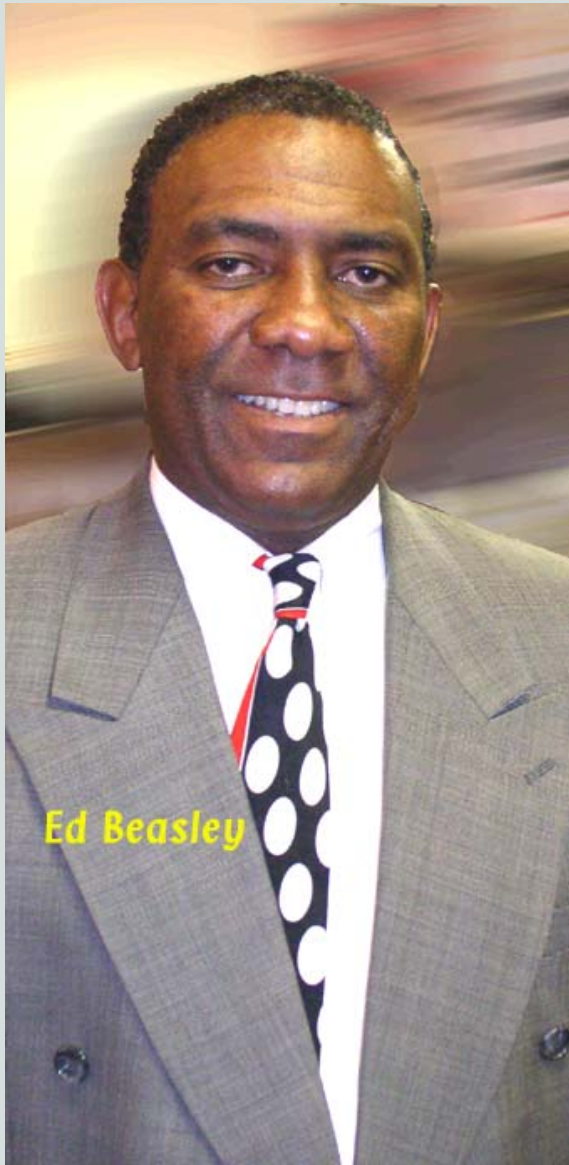
**Podcast number 2** details how the new program works from the viewpoint of a number of city departments.

The information in podcasts 1 and 2 elicited a number of questions and concerns from the listeners. These issues are addressed in . Subjects range from modifications to the M/W/SBE computer search program, to how minority businesses can continue to compete within the new sometimes colorblind framework. **NxT**

*On The Air Podcast:*

*December 12, 2006 Phoenix-Am Ed Beasley, Glendale City Manager*

*Arizona State University Downtown - Phoenix Am Lecture co-sponsored by The Ebony Cactus magazine*



**Ed Beasley**

## Driving the Dream: Vision to Reality

As part of the Arizona State University at the Downtown Campus Phoenix AM Lecture series, Mr. Ed Beasley, Glendale city manager, discussed how our suburban community has become an international destination through the strategic plan and organizational philosophy that led to the development of Glendale's Sports and Family Entertainment District. In his remarks Mr. Beasley outlined the practical components of preparation, strategic planning, partnerships, and community relationships involved in their success. In addition, Mr. Beasley provided the step-by-step plan for achieving your own goals and dreams.

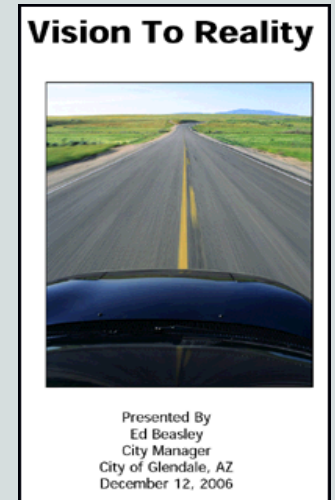
About the Speaker - Ed Beasley has more than 20 years of experience serving public organizations and has provided the critical vision and leadership that has been the catalyst for Glendale's growth and development. In addition to his exceptional vision and drive for securing the future financial success of the city, Mr. Beasley has also placed a great emphasis on the development of staff within the organization, through team building, diversity, education, and professional development. This unifying approach has created a synergy in Glendale like in no other city. **NxT**

To hear the Audio podcast of Mr. Beasley's remarks click [HERE](#)

To download the PDF Companion piece to Mr. Beasley's lecture, Vision to Reality click [HERE](#)

### Podcast Development

Information on Audio of Video Podcast development by NxT Horizon may be found in the media kit. For a copy, please click [here](#).



# Vision:

## Sports and Entertainment



Without vision, the people perish  
Proverbs 29 v 1

Vision is the act or power of perceiving what may come or what may be. As are San Diego and Las Vegas, Phoenix is working towards being a world class economic hub. However, the highly skilled people from all economic levels necessary to support the innovation boom, do not live only to work, but require a high quality for life for them and their families. The following are stories told of two organizations that have taken this challenge by the horns and are launching two unique venues that have the potential of having significant long term impacts: **The Phoenix Flame Basketball Team** and **The Phoenix Jazz Festival**.

[Click here to jump to the Phoenix Jazz Festival](#)  
[Click here to jump to the Phoenix Flame](#)



Jazz Festival  
Music Director  
Marion Meadows

## *Phoenix Jazz Festival Building An Event to Remember*

An Interview with Phoenix Jazz Festival Principals  
Hassan Abdul-Kareem and James Robinson  
By: Dr. George B. Brooks, Jr.

What started as a dream is about to become reality with the launching of Downtown Phoenix's first ever two day festival of Jazz. It will start with a Friday night kick off with the full festival on Saturday. The event will be held on 1st street between jefferson and madison in front of US Airlines Center where the Phoenix Suns play.

This will be an upscale event. The organizers plan a warm environment for families and two days of quality music that is not normally heard in Phoenix. It is designed with longevity in mind. For example its location is designed to help build the new entertainment district that was proposed by Phoenix City Councilman Michael Johnson. Along with Councilman Johnson, the owners have worked closely with Leonard Knight of the City of Phoenix. and Mr. Brian Kerney and Mr. Jim Flinn of the Phoenix Downtown partnership to make this dream come true.



**The Phoenix Jazz Festival** is owned the Phoenix Brain Team (PBT). To learn more about the activity, I sat down with two members of the ownership group, Hassan Abdul-Kareem and Jim Robinson.

Jazz Festival Visionary **Hassan Abdul-Kareem** hales from Lansing Michigan and is a graduate of Tuskegee University. His undergraduate degrees are in Accounting and Economics with Minors in History and Finance. His Masters from the University of Texas is in International Finance. He was Sr. Vice President at RAS Securities and he worked at Merrill Lynch and John Hancock fund where he was a fund manager. He is also in business with some of his family in TAMA Broadcasting in Florida which is a large radio and newspaper syndicate.

**Jim Robinson** is the president of The Gideon Group, a company he founded in Boston in 1987. The Gideon Group raises capital for start-up and emerging companies. For example, they helped a startup manufacturer secure a \$750,000 equity investment from a group of angel investors. Their activities included: conducting due diligence research of the organization including its markets, products and principals; developing the business plan together with marketing, manufacturing, distribution and financial analysis; and making introductions and presentations to potential investors.

The remaining members of the Brain Team include Jazz Festival Music Director and international jazz star **Marion Meadows**, Videographer and Author **Adam Abraham** and Scientist and author of this article **Dr. George Brooks Jr.** The event manager is ML Management, **Mr. Mark Atkins** out of Los Angeles California. He has put on Jazz Fests in Aruba, for comedian Sinbad as well as the Soul Beach Festival in Miami.

**NxT:** What does it take to build a Jazz Festival from scratch?

It is no easy task. To be successful you have to have the right relationships, venue, management and artists. It requires a difficult combination of business sense, ingenuity, innovation wisdom and faith. It also takes money and thus sponsors. So far we have been blessed to find that here with the Brain Team and in working with our friends in the City of Phoenix, the Downtown Partnership and others.

Phoenix Metro covers a huge are with many great venues from Glendale to Scottsdale. The area is unique with its own culture and needs. Finding the right location for the festival was therefore a challenge. However, with the desire of Phoenix to make Downtown a destination not only for business but also for art. It was a very good match for us. KYOT smooth jazz 95.5 will be our radio connection. We will be dealing with Smoky River and Angie Handa.

We are also talking to ASU Downtown to create a jazz lecture series which would bring in some jazz artists to speak to the students in the school of music as well as the school of film and dramatic arts.







**NxT:** What type of jazz will be performed?

The Festival will focus on contemporary jazz with a funky flavor, though at some of the side venues there will also be “straight a head” jazz. To create energy leading up to the festival in October, we plan on having events over the preceding months with local artists. One location we would like to host one of these events is at Tom’s Tavern in Downtown. This will create a new spirit for the Downtown community as well as creating an awareness in the public. We are also speaking to ASU downtown to create a jazz lecture series which would bring in some jazz artists to dialog with students in the Schools of Music, Film and Dramatic Arts. This will give the students some real life experience from people in the business that may include Grammy award winning artists such as George Benson and others who have written film scores.

The Friday program will open with ceremonies including speakers from the City and Downtown Partnership that helped put this together. Then there will be a VIP meet and greet with a lot of artist flying in who may play on Saturday or at the Jam Sessions on Friday Night. There may also be a concert at one of the local hotels. There will be a ViP jam session including artists of the caliber of Boney James or Norman Brown of the likes that has never been done before. The exact line up will depend on everyone's schedule.

**NxT:** What is your greatest challenge?

Our challenge is getting people from Paradise Valley, Scottsdale, Chandler, Ahwatukee etc., to come to Downtown Phoenix. This is why we must create an experience. There will be corporate sky boxes, We expect to have access to the Toyota Club, the Lexus Club and the B-Area Lounge inside of the US Airways Center. This is a upscale event.

**NxT:** You plan to bring a lot of people downtown. What are the opportunities for vendors?

Jazz listeners are a high income demographic. So if vendors are target marketing, this is a great opportunity. We are projecting a multicultural audience of between more than 10,000 people at this event. Wine sellers, art dealers, jewelers, all those folks who appeal to an upscale crowd. If they are looking for brand recognition, repeat business and receptivity, this is a unique opportunity. Because the Valley is so big it is often difficult to reach everybody. An event such as this changes that paradigm. Here is the opportunity to get in on the ground floor of this inaugural festival. People always talk about number one. This is the chance a lot of vendors will truly cherish. Like the San Diego Jazz festival, we wish help to build Phoenix into a music hub and this festival into an event that will stand the test of time. We want to have this place rocking!

**NxT:** Closing comments?

Remember Jazz is an art form. So we would like to have different forms of art to grace our event. This will be a warm environment. One of the things that has been lost to the community is the art has been taken out of the schools. What we have found individuals who are into music have a different discipline and usually are better students. So promoting this event and having families come the festival, children and young people can see some of the opportunities that will provided for them. So if they choose to pursue music, art or other areas of business. This will be an wonderful event for the public to enjoy. **NxT:**

Website: <http://www.phoenixjazzfest.com>

For information call Mark Atkins at MLM management  
[mark@mlmanagement.com](mailto:mark@mlmanagement.com)  
323-934-0880  
323-934-7490

The image shows the cover of 'Gospel Connection Magazine'. At the top, it says 'Connecting the Body of Christ one 'issue' at a Time'. The main title 'Gospel Connection' is in large white letters, with 'Gospel' on the left and 'Connection' written vertically on the right. In the center, there is a large photo of Bishop Alexis Thomas, a Black man in a suit, smiling. To his left are four smaller photos of other people. Below the main photo, the text 'A Word in Season' is written in large red letters. The background is blue with some abstract white lines.

Connecting the Body of Christ One "Issue" at a Time

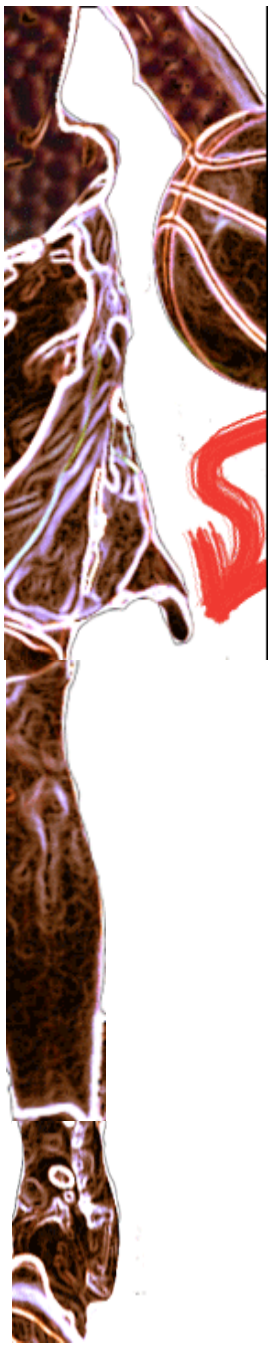
Gospel Connection Magazine

[gospelconnect.org](http://gospelconnect.org)

Phone: 480.206.5297

Fax: 432.206.5295

E-mail: [GospelConnect@Hotmail.com](mailto:GospelConnect@Hotmail.com)



Vision:

## The Phoenix Flame

There is a New Game in Town:

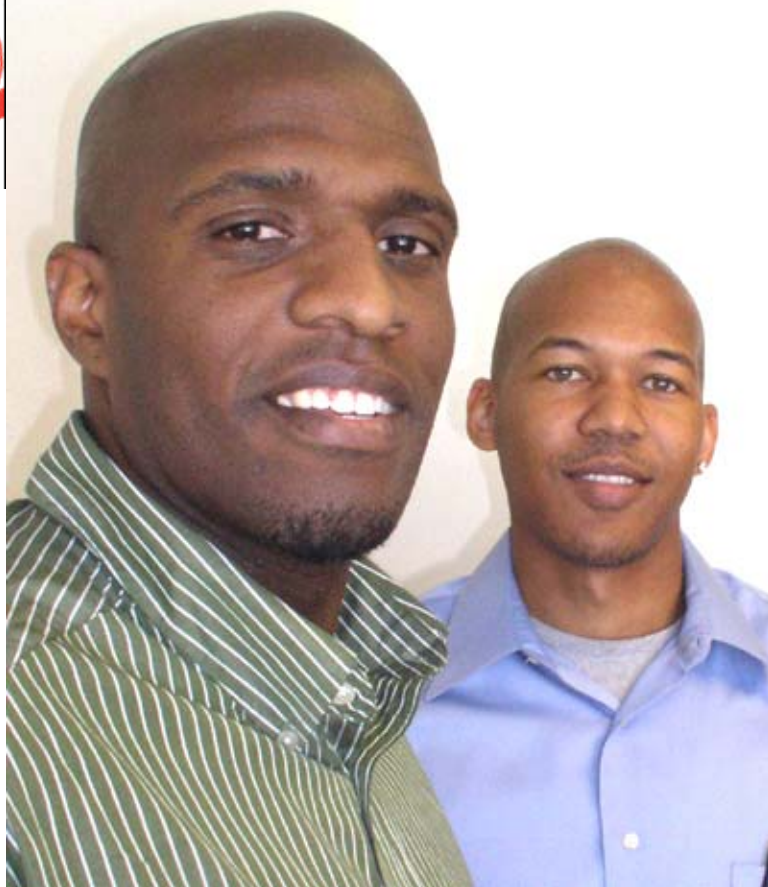
By Dr. George B. Brooks, Jr.

Launching a professional sports team is a risky business, particularly when it comes to actually producing the product on time and on budget. However with a market of 3.5 million people, it is a risk well worth taking. The Phoenix Flame is an expansion team of the International National Basketball League (IBL) and is scheduled to begin play in April of 2007.

The IBL features rules designed to create a fast-pace, high-scoring brand of basketball such as only one time out per quarter. According to the IBL website, "In the first year, the up-tempo rules resulted in the average team scoring 126.9 points per game, nearly 30 more points than the NBA team average in 2004-2005, and slightly higher than the NBA record for points per game by a team in a single session set by the Denver Nuggets in 1981-82."

The creation of a sports team is a rare event. To be able to chronicle it as it happens is even rarer. I was pleased to be able to speak with Phoenix Flame owner and former IBL all star, Stephen Moss-Kelley to learn more about what he is doing.

**Photo caption: Left to Right: Phoenix Flame Owner Stephen Moss-Kelley & Jerry Saunders, Promotions Director.**





The reception here is great. Many are almost surprised when we go to the Boys and Girls Club, YMCA, and others and tell them that we are here to support them and help them with sports programs, camps and clinics or help run sports programs.

**NxT:** What have been your greatest challenges?

With there being six or seven professional sports teams in Phoenix, we have had to find our own niche. There is a need here for affordable sports entertainment. Our hope as an organization is to cater to those people who can not often go to the major league games. That is the direction we are taking and our primary focus. There is a lot of work going on Downtown but we took a different approach. Instead of playing Downtown, we decided play at the Veterans Memorial Coliseum which is in an area in need of revitalization. With basketball being the most popular sport in the city, we are using that as a spring board. The high demand for the sport allows us to come in and offer something new.

**NxT:** How are you being received?

The reception here is great. Many are almost surprised when we go to the Boys And Girls Club, YMCA, and others and tell them that we are here to support them and help them with sports programs, camps and clinics or help run sports programs. Just recently we repainted a community resource center. We have been received well from our demographic.

**NxT:** Tell us more about the demographic?

In general they are people who are working 40 hours a week and have 2 or 3 kids. Just on that daily grind. That is probably going to be our demographic. We decided as a staff to make ticket prices affordable. \$8.00 for adults, \$4.00 for children so that it does not take that financial punch to take your children out for a game. These will be events were the family can go to have fun and the parents can feel ok about taking the kids out for the weekend.

**NxT:** Why the Coliseum?

It was part of our strategy. We could not come in and compare ourselves to the Suns. You must be smart and business wise.

For example, Adrian Fontes our P.A.

announcer will do stuff in spanish and english which will really be great for our fans.



Having played in the minor league gave me the opportunity to see what works and what does not work. That gives us an advantage to do smart marketing. Also being a social work major in college, marketing is close to my heart.

**NxT:** Please tell us about you?

I am originally from Oakland, Ca. My parents worked for IBM and transferred to Phoenix from my Senior year. I graduated from Brophy High here in the Valley. After Brophy, I went to Eastern Washington University (2 years) and then transferred to Bowie

State University (an Historically Black University). After my career at Bowie and graduation, I got a job in the CBA (Continental Basketball Association) and it was successful for me. (1 season). The following year I played in China and then a list of other places and countries including Kosovo, Portugal, Chili and Germany. In between those leagues in Europe I played in the IBL and USBL (United States Basketball League).

**NxT:** How did you move from player to owner?

I established a good relationship with the commissioner of the IBL. I was an all star for the two years that I played . He talked about his vision from the IBL. We talked about Phoenix and that I had the idea of starting a team down here. We got to talking. I felt with my experience and the people here that I know, that it would be a good idea.

**NxT:** Who actually started the team?

The team is a franchise and I am the owner. The IBL provides support in terms of media, press releases and they train staff if needed. They have people who have experience who have the tools to do something like this.

**NxT:** What were the steps from Idea to Play?

First the commissioner flew here and we toured the city. Looked at the neighborhoods to understand the demographics and who might attend the games. We took our time with it. He wanted to get a good feel of the city. I wanted to get his perspective on would the city work with the IBL model. The IBL is unique because we play in the spring and end in July. It is a different idea for Basketball. We sat down and created a plan, put out a press release and moved forward with it. The players come easy for me. I just retired and I have friends that play worldwide.

## NxT: What about acquiring sponsorships?

That is challenging even now that we are pretty well established in the city. My staff are out there every day making contact especially because we have not yet played one game. It is difficult because people want to see you play. They want to see the product. We almost have to paint the picture every time we step into a meeting. What is going to happen? Who is going to be at our games? The question we must answer for the sponsors is "what are they going to get out of their investment in our team?" But we have been received well. They like the grass root effort that we represent. They have put dollars into the big items, but not into our demographic and the community events our approach has really works well.

## NxT: Who are some of your sponsors?

Here are a few so far. All have been very helpful to us:

- **Velocity Sports Training**
- **World's Gym**
- **Bobby Cs**
- **Collins College**
- **Entime Entertainment Event Management**
- **Femme Athletic**
- **Deportes America Sporting Goods**

## NxT: What is your vision for the future?

Our vision is to provide great entertainment for our fans and include people who normally can not enjoy professional sports. Arizona is the fastest growing state in the country. So there is a large population that is not being served. Our players and staff

serve as role models. So we want to be visible and reachable to our fans. For example, Adrian Fontes or P.A. announcer will do stuff in spanish and english which will really be great for our fans.

## Staff:

Maquesha Kelley, CFO  
Jerry Saunders, Promotions Dir.  
Jewel Taylor, Dir. of PR  
Tony Alvarez, President of Team Operations  
Maury "Coach Mo" Samilton, Head Coach  
Elaine Starks, Corporate & Foundation Relations  
Ramon Plaza, Dir. of Mktg.  
Joseph Clay Jr., Dir. of Player Personnel  
Zeljico "Z" Gavronovic, GM

## Contact:

**Phoenix Flame Professional Basketball, LLC**  
[www.PhoenixFlameBasketball.com](http://www.PhoenixFlameBasketball.com)  
(602) 258-3076 Business

## IBL Teams

BATTLE CREEK	CENTRAL OREGON	CHICAGO HEIGHTS
CHICO	COLORADO	ELGIN
ELKHART	EUGENE	EVERETT
GRAND RAPIDS	HOLLAND	LAS VEGAS
LEWIS COUNTY	OHIO	PHOENIX
PORTLAND	SALEM	SANTA BARBARA
SEATTLE	TACOMA	TENNESSEE
TRI VALLEY	VANCOUVER	

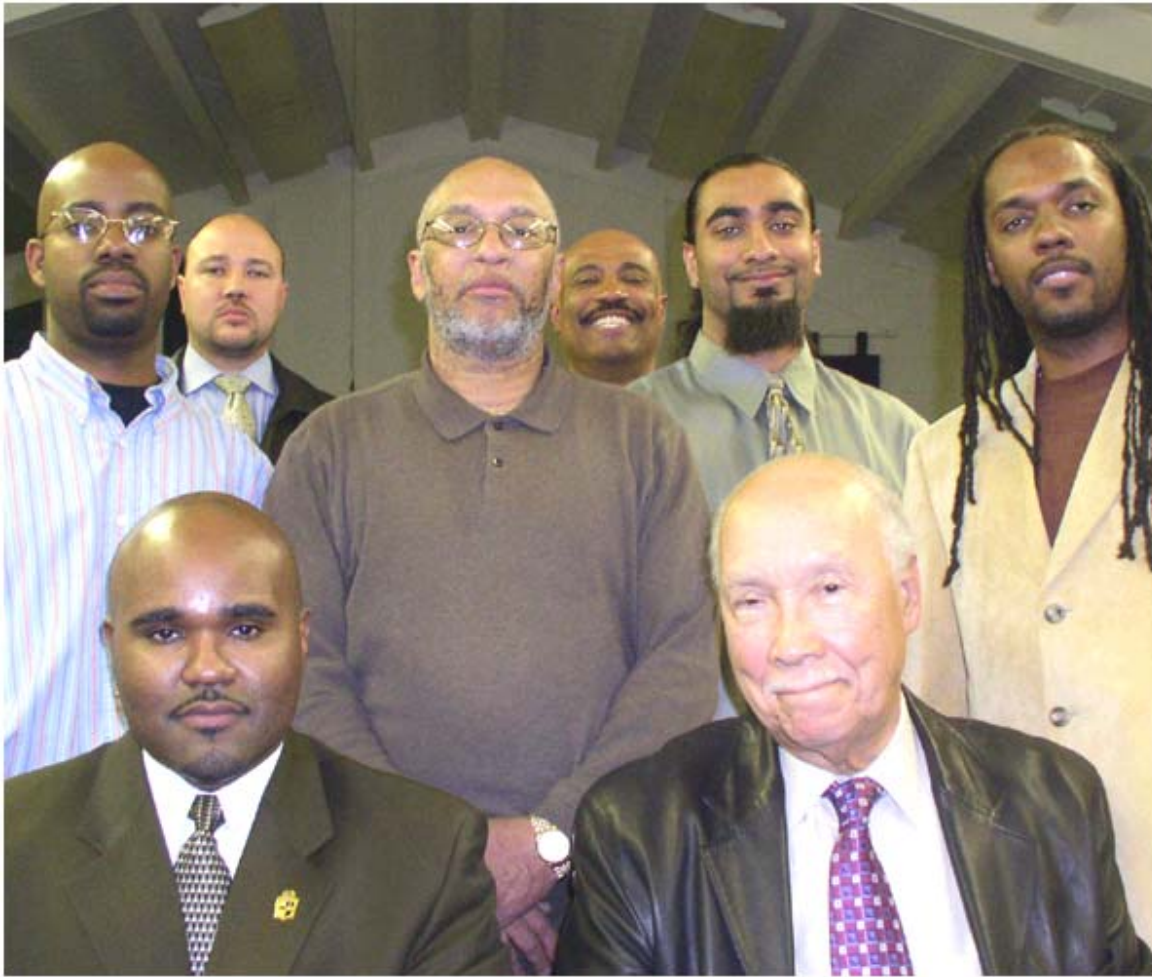


Photo Caption: Men of the Delta Tau Lambda Alumni Chapter of Alpha Phi Alpha Fraternity Inc, Phoenix Arizona and of the Mu Eta Undergraduate Chapter at Arizona State University. Back row, L to Right: : Charles Houston III, Gerald Richard. II. Middle Row: Daniel Dye, Dr. Earl Duval, Najmuddin Ahmad (Mu Eta), Lasana Hotep. Front Row: Delta Tau Lambda Chapter President Antoine Stanford and Erman Fisher.

## Innovation: AΦA

Alpha Phi Alpha Fraternity: The Next 100 Years

by: Dr. George B. Brooks, Jr.

When we think of innovation we usually consider some advanced piece of technology that was a game changer. There are plenty of examples through history. The incandescent light, flush toilet, telephone, desktop computer, cell phone, flat screen displays, the Internet, and the 747 all qualify. But the recent call for innovation echoed throughout the country requires more than the creation of useful technologies. For a nation or a people to move forward and to overcome obstacles the 21st century will present, requires new thinking and new directions in all levels and areas of society. This is one of those stories.

African American's have a tradition of ingenuity and innovation often referred to as "Making a way out of no way" that harnesses their/our internal social, ethnic and political diversity in synergy with new ideas from the constantly changing and often hostile environment. As a result, "Making a Way" has led to a number of important process and product innovations that continue to have significant impact on the lives of all Americans. Jazz music and the fundamental principles behind what are known today as Cooperative Extension and Head Start are potent examples.

It unlikely that these men who are now known as the “Seven Jewels” knew that the organization they created would last more than 100 years and be the first of nine such organizations that would become pillars in African American society and whose presence would change America.



Hubert Ross, Phoenix Mayor the Honorable Phil Gordon and Phoenix City Councilman the Honorable Michael Johnson speak to students at the 2006 Alpha Phi Alpha Thurgood Marshall Scholarship Brunch.

By the early 1900s African Americans had long recognized the value and need for advanced education. These dreams combined with exclusion from White society resulted in the creation of the Historically Black Colleges and Universities that are still viable today and integral parts of American history. However, some Black youth did gain admission to “White” schools. Survival at these institutions for any student was challenging requiring complex social networks to help promote success including Fraternities and Sororities. Regrettably but not unexpectedly, African American students were excluded from these resources.

In 1906 a group of seven African American men at Cornell University had enough of the isolation and decided to create their own support institution. It unlikely that these men who are now known as the “Seven Jewels” knew that the organization they created would last more than 100 years, initiate hundreds of thousands of college educated mostly African American men and be the first of nine such organizations that would become pillars in Black society and whose presence would change America.

With that thought, what is Alpha Phi Alpha and what does the future hold for the first Black Fraternity? This is not a history lesson. Alpha has an excellent web site and numerous publications that are far more eloquent that I can be here. Instead this is an exploration of thought and relevancy, not only important to  $\text{A}\Phi\text{A}$ , but to all African Americans. To explore this question, we were privileged to sit down with members of the Delta Tau Lambda ( $\Delta\text{T}\Lambda$ ) Alumni Chapter located in Phoenix, Arizona and the Mu Eta ( $\text{M}\text{E}$ ) Undergraduate chapter at Arizona State University.





## Alpha Phi Alpha (ΑΦΑ)

### Motto:

*First of All,  
Servants of All,  
We Shall Transcend All*

**Colors:** Black and Old Gold

**Symbol** Great Sphinx of Giza, Great Pyramids of Giza,

**Flower** Yellow Rose  
**Founded** December 4, 1906 at Cornell University

**Type** Service

**Headquarters:** 2313 St. Paul Street  
Baltimore, Maryland, USA

**Chapters** 700+  
**Cardinal Principles**  
*Manly Deeds,  
Scholarship, and  
Love For All Mankind*

[www.alphaphialpha.net/](http://www.alphaphialpha.net/)

## Alpha as Innovation

Ingenuity is using ideas to solve problems. This is the process that leads to innovation. When you think about it, Alpha was an innovation into itself. Today when “ethnic” fraternities are all the rage, 100 years ago they were unheard of. However to be successful, Alpha had to be more than a simple copy of established Greeks. To address the problems these young men endured at Cornell required two process innovations, the concept of the Black Greek and Life Long Membership.

### The Black Greek

The Black Greek Letter society had to be something more than their majority counterparts. The Bible presents a parable of two houses. One built upon the rock and the other upon the sand. According to the parable, when the storm came the house upon the rock stood but the house upon the sand fell and “Great was the fall of it.” To build the lasting institution, continuity and history that was needed for success, Alpha’s founders created three Cardinal Principals that became the cornerstone for its foundation that has now lasted more than a century:

- Manly Deeds,
- Scholarship, and
- Love For All Mankind

According to Phoenix Chapter President Antoine Stanford, "Looking at Manly Deeds goes beyond just helping out others. We (Alphas) are looking at the needs of our communities. As to say, how can I help my community more? How can I give myself unselfishly to the community that I work and live in? Also will the steps taken in addressing the needs of our communities bring about a social change or changes that will be a benefit to all? Social changes do require social actions."

In regards to Scholarship, Stanford stated that, "During the early 1900's, it was unheard of nor was it commonplace for Black folks to be enrolled at an institution of higher learning, especially on an all White campus at that time. They had to endure an unimaginable amount of racial ridicule in terms of being academically inferior to their White counterparts. Nevertheless they overcame. And our success today as educated Black men and women, depended immensely on their success to compete academically and blend culturally."

Finally there is Love For All Mankind. “We should embrace not only our culture, but all cultures. Alpha was integrated in 1945. Unlike white fraternities, we were not an exclusive "one color only" gentleman's club. We wanted to bring the masses into one big melting pot so that we could experience other cultures, nationalities, and beliefs. I believe the Seven Jewels had this all in mind, while developing the aims of this fraternity. To serve your community, to become more educated, and to give back by being more culturally diverse." said Stanford.

### Life Long Membership:

Before Alpha Phi Alpha, Greek membership was a college thing. Something you looked back on with fondness. However, the concept of “once an Alpha always an Alpha” allowed much more to be done. The bridges built in synergy between the classes created a solid foundation for an earthshaking institution to be built upon.

## Alpha Phi Alpha Founders: The 7 Jewels

Henry Arthur Callis

Charles Henry Chapman

George Biddle Kelley

Nathaniel Allison Murray

Robert Harold Ogle

Vertner Woodson Tandy

Eugene Kinckle Jones

## Members of Note:

Thurgood Marshall

Dr. Martin Luther King.



History making panelists at the February 2007 Alpha Phi Alpha discussion of African America progress in Civil Rights: L to R. Moderator, Atty. Sidney Marible, The Rev. Dr. George B. Brooks, Sr., Mr. Travis Williams, the Honorable Calvin Goode, Rev. Oscar Tillman, and Rev. Dr. Warrern H. Steward, Jr.

## The 21st Century Alpha

Now after 100 years of service, Alpha Phi Alpha Fraternity Inc., looks forward to its second century. However times have changed. African American men can now attend any college they wish. They can now join and are welcomed into most fraternities. The time of exclusion is for the most part over. The question that must be answered now is “has the Black fraternity out lived its purpose?”

### Innovation & Diversity:

To quote Alumni Chapter member Lasana Hotep “For Alpha to last the next 100 years, we must answer the question why? Education for what? Fraternity for what? Black culture for what? One thing that fraternities have a wonderful ability to do

that is unique, is to bring Black men together from diverse backgrounds (within the Black diaspora). Men from the country, mid west, south Christian, atheist, militant, Moslem, whatever. Seeking the diversity in the black community enables decision to be made that help the collective. Right now, we have come to the table as men to do the important things. That is the power of the fraternity.”

These men believe that one must have an understanding of the world where

information is doubled in 2 weeks. They honor the achievements of the past, but look to the future. For example to honor such a triumph for all time, the fraternity at the front of building the Dr. Martin Luther King memorial in Washington DC.

### Redefining Achievement

One of the greatest challenges facing Alpha is how do they maintain who they were while bridging the gap to modern student? According to Antoine Stanford part of is redefining what achievement is. “Today we do not have lack of opportunity. I can join any organization that I want to join. The challenges that faced black people 100 years ago don't confront us now. It is up to us to let young people know what the struggles of today are.”



## NPHC

Founded in 1930, the National Pan-Hellenic Council, Inc is the umbrella organization for the nine historically Black Greek letter fraternities and sororities.

### Fraternities:

- Alpha Phi Alpha
- Kappa Alpha Psi
- Omega Psi Phi
- Phi Beta Sigma
- Iota Phi Theta

### Sororities

- Alpha Kappa Alpha
- Delta Sigma Theta
- Sigma Gamma Rho
- Zeta Phi Beta

Lasana Hotep continued with "What do young people know about Black folks today? Not much. In summary they know we came here as slaves, Martin Luther King got shot and now everything is great. So all many seem to care about is getting that MBA and that recording contract. We have lost something. We don't remember that we were builders of civilization. We must redefine achievement to mean more than taking care of me. We must show that Alpha can help them develop themselves mentally. Getting that message out will help us survive for the next 100 years and beyond. Right now in 2007, we must take advantage of the entire Internet, everything there is to bring the diversity that exists within our own culture right back to the table and appreciate it."

Stanford concludes, "Have Black Greeks out lived their purpose? No. I believe the social purpose that my Alpha founders had in mind while creating the framework of this fraternity goes way beyond what they could have ever imagined. They never dreamt that this fraternity would become so large and would make such a significant, positive impact not only for African-Americans, but on this world. In terms of social purpose, I'm all about change as long as it does not compromise the intended purpose of any of our Black Greek-letter organizations. As Black-Letter Greeks, we need to have more forums that will unite us in discussion and connect us in purpose while addressing the needs of our respective communities. If we chose not to, we all fall victim to the same never-ending problems. If one organization falls it will be a snowball effect."

As the men of Alpha Phi Alpha look forward they see a time where innovation and diversity combine to create new ideas and ways of ways of leveraging the power that is Alpha as a means of moving the people forward. From what these men have said above, the Next 100 years of Alpha Phi Alpha are going to be more interesting and important than the first. **NxT**

NOTE: The author is a proud member of Kappa Alpha Psi Fraternity Inc. (**KAΨ**)



Check out NxT Horizon Podcasts at [www.NxTHorizon.com](http://www.NxTHorizon.com)

NATIONAL FORUM FOR BLACK PUBLIC ADMINISTRATORS

THE N<sub>x</sub>T EVENT

# FORUM 2007

Comes to the Valley of the Sun!

By Cynthia P. Weaver



## NFBPA FORUM 2007: Exploring New Horizons with Excellence and Innovation

The FORUM is the international conference hosted by the National Forum for Black Public Administrators (NFBPA) which will be held in Phoenix, Arizona from April 21 - 25, 2007.

NFBPA is a professional membership organization committed to strengthen the position of Blacks within the field of public administration; to increase the number of Blacks appointed to executive positions in public service organizations; and to groom and prepare younger, aspiring administrators for senior public management posts in the years ahead.

According to Phoenix chapter president Alexanda Jones, for the first time in its 23 year history, NFBPA is hosting its annual conference, The FORUM, in Phoenix at the newly renovated Phoenix Convention Center in the heart of downtown's Copper Square. The conference theme is: "Limitless Opportunities: Exploring New Horizons with Excellence and Innovation," and will offer mind-expanding workshops, thought-provoking speakers, career-enhancing courses and idea-expanding discussions.

NFBPA accomplishes its goals through linking public, private and academic institutions into an effective network to support interdisciplinary communications, management innovation and professional development among Blacks choosing public service careers.

### NFBPA strives...

- To provide intensive and rigorous training in critical management areas in response to the specialized needs of Black public sector professionals.
- To identify and groom younger, emerging Black administrators and provide relevant exposure to the challenges and rewards of public service careers.



- To conduct research on selected social and economic issues endemic to Blacks.
- To sponsor and conduct national and regional forums that enable the discussion of timely issues and topical concerns of the Black community.
- To develop and maintain national information bank on the nation's growing Black public administrative leadership.
- To promote, strengthen and expand the roles of Blacks in all aspects of public administration.

FORUM 2007 is sure to provide attendees with limitless opportunities for learning, networking and growth.

## So why Arizona?

According to Carolyn Bristo, host chapter planning chair, the west, particularly Arizona, with its relative newness and openness offers limitless opportunities for aspiring as well as seasoned African American professionals and persons of color. This is especially true for those who are able and willing to learn, change and improve; who are willing to push beyond the boundaries associated with race and gender, those who are willing to push beyond the geographic boundaries and move to a new location and go where the opportunities

are; those who are willing to cut the umbilical cord and leave relatives and comfort zones, those who are in continuous pursuit of excellence are those who transcend the boundaries and capitalize on such opportunities. In this time of globalization, changing demographics, relentless, unprecedented and ubiquitous change locally, nationally and internationally, African Americans must rise to the challenges to build, embrace and transcend challenges of the past to seek out and maximize limitless opportunities.

'So if you still have to ask, why Arizona?'

Arizona, the 48th territory to join these United States, is one of the newest states in the union. Just as it is one of the newest states, its leadership embraces newness and is open to new ideas, which yields numerous opportunities for Arizona residents.

Many African American professionals have been able to transcend boundaries and overcome challenges right here in the Valley of the Sun despite the fact that African Americans only represent approximately 3 to 5% of the population. These individuals have stepped out on faith and dedicated themselves to public service to provide a high quality of life to all Arizonans.

NFBPA not only supports its membership but endeavors to involve the community in thought-provoking problem solving discussions. During the Spring conference, NFBPA will host a Public Policy Forum to invite the community out to discuss bridging the gap between the Haves and the Have Nots. This public town hall meeting will be held at the Phoenix Convention Center on Sunday, April 22 from 3 - 5 p.m.


The conference will consist of five workshop tracks and other career-expanding courses offered through the FORUM University on Saturday, April 21. Attendees will be able to learn how to improve their resume during the Resume Writing and Interviewing Skills seminar and learn how to determine their net worth at the Negotiating Employment Contracts seminar.

Conference attendees will benefit from the knowledge and expertise of world-renown speakers such as National Public Radio senior correspondent and author Juan Williams; Deforest Blake Soares, Jr., Ph.D, senior pastor of First Baptist Church of Lincoln Gardens in Somerset, New Jersey; Donna Brazile, senior political strategist from Washington, DC; and Simon Bailey, international author and consultant. Each of the speakers will share valuable information of interest to public administrators.

The Central Arizona Chapter welcomes more than 1,400 attendees to this conference and looks forward to sharing southwestern culture with NFBPA members from around the world.

Founded in 1983, the NFBPA membership has grown to include managers and executives in virtually all disciplines represented in state and local governments. In addition to public service professionals, the association's membership embraces graduate students, deans and faculty at schools of public administration and executives in the corporate sector.

For local chapter information or membership, contact Alexandra L. Jones, chapter president, at 602-262-4854 or [alexandra.jones@phoenix.gov](mailto:alexandra.jones@phoenix.gov). Or Carolyn F. Bristo, host chapter Planning Chair at 602-534-0517 / [carolyn.pristo@phoenix.gov](mailto:carolyn.pristo@phoenix.gov). To register for FORUM 2007, visit <http://www.arizonanfbpa.org> or <http://www.nfbpa.org>



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**480.275.4925**

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

Visit Adam's Blog: Thought for Food  
[phaelosopher.wordpress.com](http://phaelosopher.wordpress.com)

# Great Places

Quiessence at the Farm  
at South Mountain

by: Angela Brooks

“The best restaurant in Phoenix”  
Phoenix Magazine, January 2007





## Quiescence at the Farm at South Mountain

**Address:**

6106 S. 32Nd Street, Phoenix  
Arizona 85042

**Restraurateur:**

Patricia Christofolo

**Chef:**

Greg LaPrad

Reservations Recommended  
602-276-0601

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

# Great Places

by Angela Brooks



Quiescence Restaurant & Wine Bar located at the Farm at South Mountain is a one of those secrets of the desert. Centrally located in the South Mountain district of Phoenix, it is just a few miles from three major resorts and Sky Harbor International Airport.

The ambiance is simultaneously quaint and upscale with a personal touch. One can go and enjoy a grand evening or a laid back affair. The food is incredible with dishes often based on seasonal ingredients produced by small farmers and fisherman.

There is a great attention to detail from the grounds, to the wine, to the lighting to the graciousness of the host who is the son of the owner. It has a county bistro feel and it is great for quiet, private meetings much like you would at Phoenix Favorite Durant's. It is a place to watch.

# Not So Classified

## Intern Opportunity

### Company: Ebony Cactus and NxT Horizon Magazine

Description: Internet Magazines-The Ebony Cactus and NxT Horizon create and designs data that keep savvy minorities in the know about the business world around them in Arizona, Nevada, California.

Job Title: Public Relations Intern

Job Description: Ebony Cactus and NxT Horizon are is seeking two local area interns to join its public relations team to assist in the development of client and in- house public relations and event marketing.

Successful candidate positions will typically run 6 months to 1 year depending upon the need, type and scheduled activities planned.

All intern opportunities are part-time and are unpaid. Credit for classes can be earned.

Requirements: Applicants should be available 1-2 days or evenings per week 3 to 4 hours per day. Must be able to work with minimal supervision, be creative and willing to learn the unique business of Internet pr and marketing. Applicants must also have access to a computer (preferably a Macintosh) and the Internet. Should possess strong, upbeat speaking and customer service skills. Some writing or event set up may be required. This is a great opportunity to work with Ebony Cactus, an award winning Internet business magazine and leading Podcast developer.

Contact: Please e-mail or regular mail cover letter and resume to:

Ebony Cactus Magazine

Attn: Creative Services- AR Brooks

PO Box 24982 Tempe, AZ 85042

Email: [publisher@TheEbonyCactus.com](mailto:publisher@TheEbonyCactus.com)

No phone calls please.

## Intern Opportunity

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Job Title: News Team Intern

Job Description: Ebony Cactus and NxT Horizon seeking two local area interns to join its news team to assist in the development of statewide business, professional and select leisure and lifestyle news. Successful candidate positions will typically run 6

months to 1 year. All intern opportunities are part-time and are unpaid. Credit for classes are offered.

Requirements: Applicants should be available 1-2 days per week 3 to 4 hours per day, able to work with minimal supervision, meet deadlines, be creative and willing to learn the unique business of internet business news designed meet the informational needs of savvy minority professionals and business leaders. Applicants must also have access to a computer (preferably a Macintosh), the Internet and can demonstrate good speaking, writing and customer service skills.

Contact: Please e-mail or regular mail cover letter and resume to:

NxT Horizon Magazine

Attn: News- AR Brooks

PO Box 24982 Tempe, AZ 85042

Email: [publisher@TheEbonyCactus.com](mailto:publisher@TheEbonyCactus.com)

No phone calls please.



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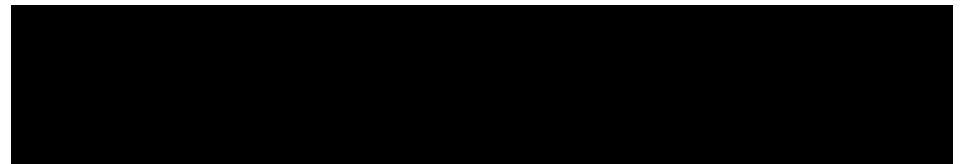
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