

# NxT Horizon

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Phoenix - San Diego



2007 Minority Media  
Cornerstone Award Winner

The Voice of Emerging Business

## Inside:

Dr. Lattie Coor  
Hon. Janet Napolitano  
Victor Vidales  
Prince Arthur VIII  
Alika Kumar

MED Week 2007  
Biz Tools  
How to Text like a Teen  
New Podcasts  
and much more

Victor Vidales

## A Call to Action!

### Minority Business & The Innovation Economy

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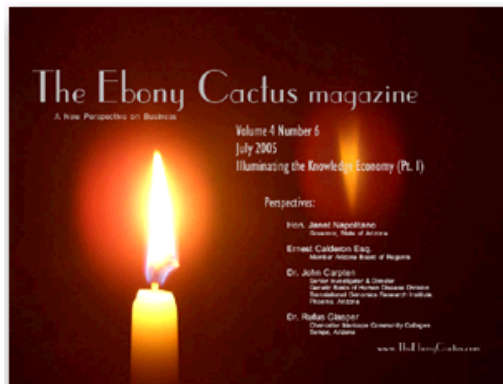






Publishers'  
Notes

# Prologue



## WITH TRILLIONS ON THE TABLE ARE YOU READY TO PLAY?

By George and Angela Brooks

"Better to Light a Candle than  
Curse the Darkness"

Eleanor Roosevelt

This document is a call for you to take action. No one else can do it. The Internet and the global economy has created an all new economic state where knowledge is king and where those who can develop and implement the best idea win! Simultaneously, the world must go green to insure its long term economic and social well being. Both of these realities feed on each other and require all new products, business models and most importantly new businesses to move these grand new visions forward. The result is the greatest economic change the world has seen in decades. **Trillions of dollars await for those willing to play the game.** (To read how Minority Business can take part in the Innovation Economy, [click here to jump to Trends: A Call to Action, beginning on page 17](#))

## Minority Business is Key!

To move into this new economy, government we need new schools and a greater focus in education in Science, Technology, Engineering and Mathematics. We need to better align post secondary curriculums with the jobs of the future and we need to adopt economic policies that encourage innovation. It is this last area of policy that the debate need to be broadened. The basic tenor of the discussion is that it will be industry with a focus on new science supported by Ph.D. entrepreneurs that will lead us to prosper in this new innovation economy. Perhaps. However, in our humble opinion we are about to miss the boat by over looking an enormous but so far untapped resource, Minority Businesses.

We are used to the idea that all innovation is corporate. However, in this day of giants such as Apple and Boeing, we have forgotten that the innovations that made both companies possible, the P.C and the airplane were invented by entrepreneurs in a garage and a bicycle shop. We must remember that only ten or so percent of the smart people of the world work for corporations or universities. The rest work for small businesses. Thus, for the State Region and Nation to succeed in this Innovation Economy, the resources, ingenuity and creativity of small and particularly minority owned business must be engaged. They are the quick thinking entrepreneurs and risk takers. Through them, we will maximize the opportunity not only to create new globally competitive products and processes, but to implement their production here.

## A New Business Model is Needed!


Later in this edition, Dr. Lattie Coor past president of Arizona State University suggests that if we do not empower all members of our diverse society to participate in the innovation economy, the nation will face significant economic repercussions (pg 21). We believe he is correct. The question is *how?* Resources in the United States are concentrated at the top. That fact is unlikely to change. However to maximize our ability to innovate through small business will require money and lots of it. Grants take to long and can be burdensome. A new private sector focused business model is therefor needed. So in the image of Dr. Coor's "Do Tank" over the next few months NxT Horizon will be exploring the creation of a new business model that can synergize the production capacity of the major corporation with the innovative entrepreneurial capacity of the minority business. Your input is encouraged. Enough for now. On with the show. **NxT**

The first time we wrote on this subject was in the July 2005 edition of the Ebony Cactus, our first business magazine. ([Click here or on image above to download magazine](#)).

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**Alikea Kumar** is the project director for the Arizona Minority Business Enterprise Center. A Phoenix resident for 25 years, Alikea earned an MIM from Thunderbird, The Global School of International Management, and an MBA from Arizona State University. She has over 14 years of experience in the service industry which includes consulting for local and international businesses, teaching business courses, and working for the state and federal governments. She may be reached at [alihak@azhcc.com](mailto:alihak@azhcc.com) or Cell: 623-628-0725

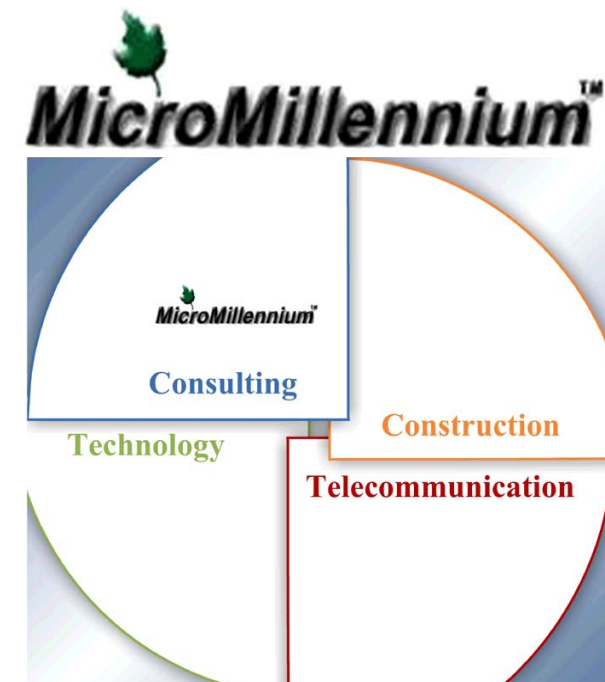
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**The Honorable Janet Napolitano** is the governor of the state of Arizona, originally elected in 2002, and re-elected in 2006. She is Arizona's third female governor, and the first female to win re-election. In November 2005, *Time* magazine named her one of the five best governors in the U.S. In February 2006, [TheWhiteHouseProject.org](http://www.whitehouseproject.org) named Janet Napolitano one of its "8 in '08", a group of eight female politicians who could possibly run and/or be elected president in 2008. <http://www.governor.state.az.us/>



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To view or listen, we recommend QuickTime and/or iTunes. Both download and install quickly and easily into Windows or Mac OS X. To begin, go to:  
<http://www.quicktime.com>



**QuickTime 7**  
For Mac OS X

# Mission NxT

Engage, Inspire, Inform, Empower



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). In summary, our mission is through **Engaging** the issues to **Inspire** a new generation of business leaders to dream big and through in-depth **Information, Empower** them to take action to create and seize tomorrow's opportunities. This will be accomplished by:

- 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.





As you enjoy this month's NxT Horizon  
magazine listen live to Smooth Jazz from  
**WSSJ 100.1 FM** Savannah Georgia

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[Click Here for WSSJ HOME](#)

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# Voices

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## Marie Torres

MRM Construction  
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## Moving Up

### MRM Construction Services, Inc Opens New Facility In Phoenix's South Mountain Village

**M**arie Torres has not forgotten where she came from. More than that, when she had the chance to grow her business and create a new office and testing facility, she brought it home to the neighborhood in what is now called South Mountain Village where she grew up.

Founded in 2002, MRM Construction Inc is a heavy civil contracting firm specializing in asphalt paving, pccp paving, concrete work, construction inspection and materials testing. Prior to MRM's founding Marie worked for over 17 years for Sundt, a large construction company where she helped to increase the Quality Control Department to a staff of over 15.

With contracts from Davis Mounthan Air Base in Tucson to the Award Winning Burro Creek Bridge, over the years MRM has grown to a company with over 7 million dollars of annual income and 30 employees. An 8a DBE, recently, MRM took advantage of a Revitalization Program through the City of Phoenix. The program was established in 1978 to eliminate blight and encourage reinvestment in the Target B area. The opportunity presented by the City was a win-win situation, MRM was able to build a new facility and the City was able to reduce the blight with a new structure. MRM is also very active with the Rose Linda Elementary School located 5 blocks from the New Office.

In recognition of their achievements, MRM is the 2007 Az Minority Business Enterprise Center's Minority Contractor of the year award winner.



The High Cost of Low Living

# Clear Thinking

By S. Mac McNeil



I want to preface this article by saying that the idea for this article came from one of my pastor's sermons. Dr. Tom Anderson, of Living Word Bible Church in Mesa, AZ is a very wise man, of whom I am privileged to sit under his tutelage weekly. I carry one of his note sheets with this title in my Bible so that I can be reminded often of the painful truth of this statement.

Low-living does equal high cost. How do I know? Unfortunately, it is all too close to reality for me. Even more detrimental to my emotions is that fact that this statement is all too true for many African Americans in this country. This is not to say that other cultures do not also experience the pitfalls of this principle; I am simply partial to showing concern for my race because it is the burden that God has given to me to carry.

So what is low-living? Is it being poor, uneducated, dependent, despondent, and lazy? Maybe it can even be classified as unpatriotic, ungrateful, uncaring, uninvolved, spoiled, and the typical naïve-American. It all depends on the environment in which the question was asked, but for the context of this article, low-living is quite different. Low-living is best paralleled with undisciplined living.

I drive a Mercedes, have two other cars, live in a 3,000 square foot home, work for JPMorgan Chase, sit on the board for the Grand Canyon Minority Supplier Development Council, am the Deputy Commander of Security of my church of over 7,000 members, write for NxT Horizon e-zine, have been published on Izania.com, produce music professionally, have an MBA degree, and by the world's calculations, I live a High Life. But man, the cost is high! In reality, I actually live a low-life. Let me explain.

My credit is bad, my real estate deals have collapsed, my outflow is more than my intake, my financial discipline is poor to say the least, my Mercedes is currently in the shop (white smoke out of the engine...what's that about?), and my wife's car will go into the shop when my car comes out. Because of my financial situation, the interest rates on my loans are higher than prime, and I pay considerably more than someone who makes much less than I do, simply because I have chosen to live a "low-life" involving undisciplined financial decisions and procrastination.

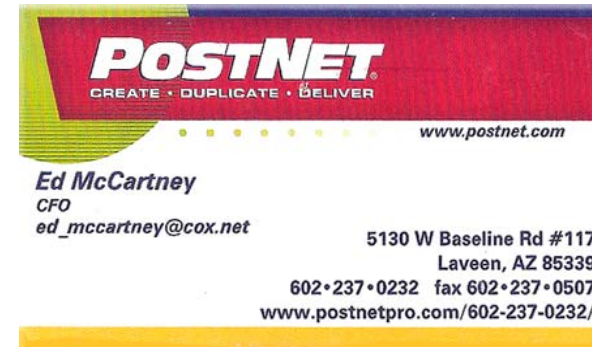
Attitude determines altitude; I am sure that we have all heard that before. I plan on starting a petition to re-word that to say... "Attitude determines the altitude of your interest rates, and whether or not you can buy at all!" Ok, I know that is a little wordy to become a catch phrase, but it is still nonetheless true. An attitude of disciplined living can save individuals and businesses thousands of dollars in interest, late fees, down-payment, and collection fees. Unfortunately, so many people have become inundated with the mirage of material "feel-good" living that we make financial decisions with emotions instead of wisdom. You know... "Should I save the \$1,000 bonus, or buy the rims for my used 22% interest-rate Chrysler 300?" 300 it is!

Even worse, is that once you are caught in the trap of making others rich off of your low-living lifestyle (there is plenty of money to be made from people with bad or extended credit), it is even harder to get out; not impossible, just harder. A decision must be made to change your thinking from low-level (emotions) to high-level (wisdom). Wisdom comes from God. If you can't find Him, try the library.

Engulf your brain with ways to get out of bad debt, and then lower the cost of your living style. High material living is not a bad thing, but there are ways in which this can be achieved through disciplined financial decisions that will lower the cost. Remember, the reciprocal is also true: the low cost of high-living. You know... "0% interest for the first year, on approved credit."

Stay tuned for my next article, "Make Me." I also have a personal interest in this principle. I might even fill you in on what the white smoke was about. **NxT**

# Business Cards



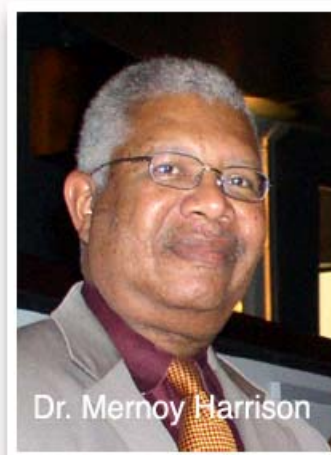


# ASU Spreads the Gospel of Jazz

Arizona State University at the Downtown Campus' first Jazz Lecture a Success.

Arizona State University at the Downtown Campus's Jazz Lecture series has begun with the first event featuring International Jazz Star Marion Meadows. In his lecture Mr. Meadows spread the Gospel of Jazz. The history of the art form and discussed how Jazz has influenced the progression of American and world music down through history.

The May 2nd 2007 afternoon program at the Herberger Theater in downtown Phoenix was hosted by ASU Downtown's Provost Dr. Mernory Harrison a long time jazz fan and primary driving force behind the lecture series. "We are seeking to bring more people downtown and to the University with events such as these" said Dr. Harrison. "This lecture was the first in a series that will continue in the fall. The Next ASU Downtown Jazz Lecture will take place at Noon on September 5th 2007 and feature award winning jazz artist Nick Colonne.



Dr. Mernory Harrison



The Jazz Lecture series is co-sponsored by the Phoenix Brain Team and NxT Horizon magazine.



[Click Here](#) to listen to Dr. Harrison's podcast interview of Marion Meadows and Hassan Abdule Kareem.

**ASU** ARIZONA STATE UNIVERSITY  
DOWNTOWN PHOENIX CAMPUS







# Safety First!

Hunt-Russell-Alvarado Tri-Venture joins with the Associated Minority Contractors to Sponsor Safety Workshops.

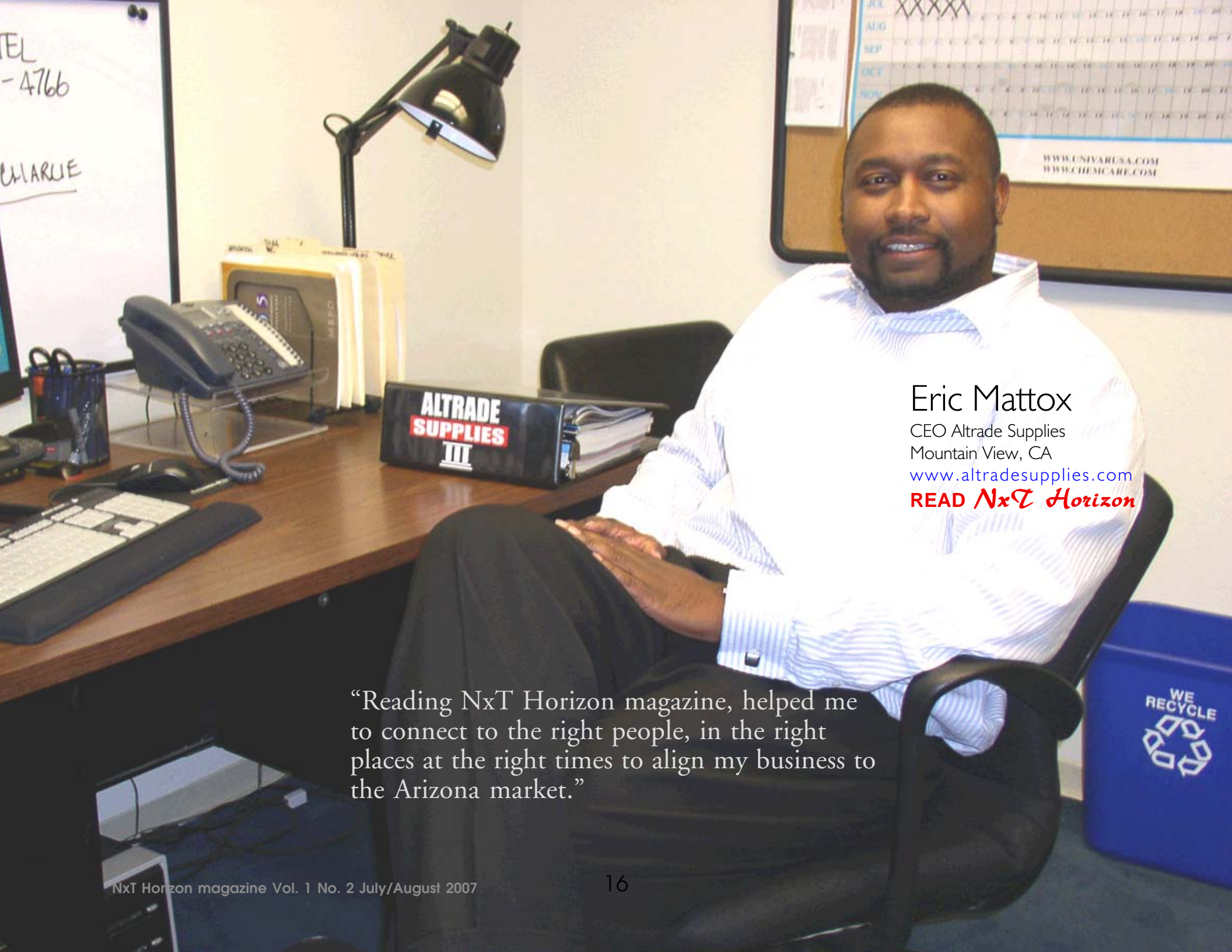
The Hunt-Russell-Alvarado Tri-venture building the new Phoenix Civic Center has joined with the Associated Minority Contractors of America (AMCA) to sponsor a series of safety workshops. "As part of OSHA outreach training, we are working with AMCA to help minority owned contractors get better knowledge about safety." said Jack Robertson, Hunts western region safety

director. "OSHA is not a large organization. What they do is create training people like myself to be outreach trainers for OSHA 10 or 30 hour classes. The classes are free and we make the training convenient."

"Safety is critical. No matter how competitive different companies may be, safety has no barriers. I would go over and teach Turner's (A competing construction firm) people, its a shared knowledge." said Robertson. "It is great that we are able to bring these folks in here. We buy their books and provide lunch. The intention is that as part of our working in Phoenix, we can outreach to minority and women owned businesses. With this training they are better prepared to work on ours and

other contracts. We even train the security force so they know when a worker is improperly equipped."

This was their first training session and they are looking to possibly host them to a quarterly bases. They are also looking into doing first aid/CPR classes as well. "Safety is the most important thing on any job and the more people that are informed the safer the environment." Said Ricardo Carlo Executive Director of AMCA Anybody with a small business can attend these workshops but particularly those in construction. In addition, the small business does not have to be certified to take part.



Eric Mattox

CEO Altrade Supplies

Mountain View, CA

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**READ *NxT* Horizon**

“Reading NxT Horizon magazine, helped me to connect to the right people, in the right places at the right times to align my business to the Arizona market.”



# Trends:

## A Call to Action!

The Global Innovation Economy is Here.  
Minority Business is the Key To Success!

"The ability to learn faster than your competitors may be your only sustainable competitive advantage."

Arie de Geus

**W**elcome to the Tipping Point. One of those rare times in history when everything changes. The Global Innovation Economy is here and you, your business and your children are all players. It was no sudden thing but a long time in coming.

Did you enjoy dinner last night? Half of our food is imported as are most of the wonderfully inexpensive products we love purchasing from Walmart or similar stores. Your TV was made in Asia. So was the computer you are reading this magazine on. The same can be said for your iPods, cell phones, DVDs, shoes, clothes and on and on. The flowers you purchased last Mother's day came from South America, the gas in your car's tank came from the Middle East, Canada, Mexico or South America and Toyota is now the largest car manufacturer in the world. To quote Thomas L. Friedman, "The World is Flat."

The paradigm has shifted. Trillions of dollars that once moved one way will now move differently and land in different hands. The question is, will your hands be among them? It is time to build tomorrow and Minority Business is the key! In this first edition of "Trends," we present four clear voices that provide insights on how to prepare for what is coming NxT and who will give you the knowledge to seize tomorrow's opportunities so you and yours may prosper today.

For some direct suggestions on how you can take part in the innovation economy, click here to jump to the "Aha" column in page 29.



Innovation America  
Honorable Governor Janet  
Napolitano Pg. 18



Envisioning the  
Future. Dr. Lattie Coor  
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We must Turn  
Information into  
Insight  
Victor Vidalis Pg. 24



It's Time to Relearn  
How to Build  
Prince Arthur VIII Pg. 27





# Janet Napolitano Governor State of Arizona

**I**magine an America full of highly skilled, high paid workers. Imagine 21st century schools that graduate students educated and prepared for the jobs of the future. Imagine a time in the not-too-distant future when the problems of today become the solutions of tomorrow.

The answer is innovation: the key to propelling the American economy forward and securing a future that will be brighter than today. It's not a Democratic or Republican issue; it's an issue that transcends politics with the goal of transforming our quality of life.

This year, I am serving as chair of the National Governors Association. With that job comes a privilege: the chance to create an initiative that marshals the good work across our country, brings it to life and turns policy into action. For my chair's initiative we have created Innovation America.

## Why innovation? Why now?

America is the world leader in innovation and for decades we have led the charge in bringing new ideas to market. But as technology breaks down barriers and accelerates change, Americans no longer simply compete against each other for jobs; we are increasingly competing against well-educated and cheaper labor abroad. Our growth, and ultimately our success, will be driven by our ability to develop new ideas and technologies and translate them into innovations, and to create a strong, agile workforce that evolves with a changing marketplace.

The challenge is upon us. American companies are trailing in patents, and we are no longer the world's leading exporter of information technology products. The problem is underscored in our schools and universities. Our students are not doing as well on math and science tests, and we are graduating fewer engineers and scientists. In 2004, the United States produced 137,000 new engineers compared to China's 352,000.

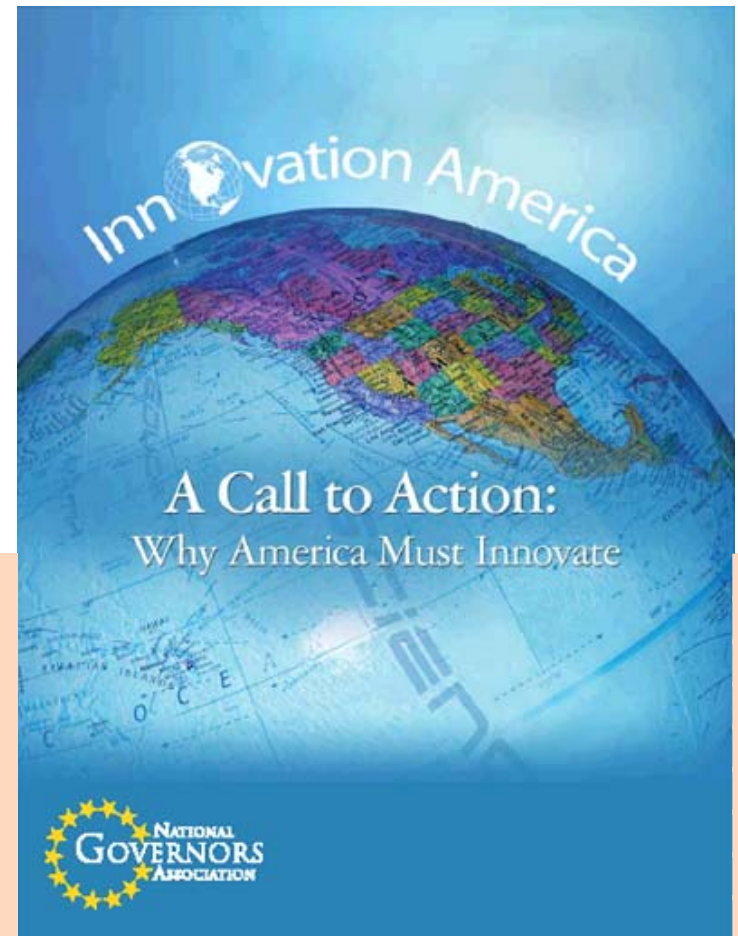
It's time for action. It's time for an overhaul. It's time for a fundamental change in the way we think, the way we teach, and the way we do business in our country. It's time to out-innovate the competition.

**The challenge is upon us. American companies are trailing in patents, and we are no longer the world's leading exporter of information technology products.**

Innovation America proposes a three-part plan to keep our country ahead of the competitive curve:

First, we must improve the rigor and relevance of science, technology, engineering, and mathematics (STEM) education in grades K-12 to ensure all students graduate from high school with the skills needed for a 21st century workforce. We can't continue to teach school the way we did 50 years ago. We must move away from rote memorization and start teaching understanding and analysis. We need technology embedded in our schools - to enhance learning and improve students' understanding of it. And we need to encourage more students to pursue careers in science and technology.

Next, we must build our universities as pipelines of innovation for the local economies they surround. Innovation America asks universities to align their work, both the programs they offer to students and their research and development efforts, with the needs of the state's high growth industries. It focuses on giving students the entrepreneurial skills they need, and the capacity to imagine and adapt to the unknown.



**Recommended Reading: A Call to Action.**  
(And related documents) National Governors  
Association. <http://www.nga.org>

Finally, we must work with the private sector to develop an environment that fosters research and development, enhances innovation capacity and encourages entrepreneurship. By minimizing regulatory barriers, eliminating policies that inhibit the transfer of discoveries from the lab to the market, and creating tax policies that support the commercialization and growth of innovative industries, states can make a difference.

Our nation's governors are best positioned to lead this charge. Governors, at the state level, deal with these issues every day. States fund the majority of public education, and set graduation and teacher standards. States are the problem solvers and architects of policies that drive innovation. States are the engine for change and the impetus behind Innovation America. Together, along with business and academic leaders, governors can strengthen their states' innovative capacity and our ability to compete in a global economy.

If we do this right, we begin to make everything 'new.'

- By maximizing the potential of our K-12 students, we will produce the necessary talent pool.
- By using higher education institutions as economic engines - through targeted investments in research and development, the rapid transfer of ideas and discovery, and better coordination with the private sector - our state universities can develop the workforce and be the pipeline for innovation.
- By developing state policies that foster innovation and encourage entrepreneurship, we can bring new inventions and discoveries to market and ensure the fruits of our labor stay at home.

That's how we recapture our innovative spirit and recharge our economy. That's how we put Innovation America to work.

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# Envisioning the Future

Dr. Lattie Coor

Chairman and CEO Center for the Future of Arizona

By: George Brooks, Jr. Ph.D.

To be a past President of Arizona State University is no small achievement. In June of 2004 when Dr. Lattie Coor stepped down as president after a successful 12 year tenure, he could have continued happily as faculty in the College of Public Affairs. However, there was

more that needed to be done. His is now the Chairman and CEO of the Center for the Future of Arizona, A "Do Tank." According to Dr. Coor "A think tank does in-depth high quality research to define an issue and make recommendation on what should be done to respond to that issue. All too often the recommendations get put on the shelf. Our 'Do Tank' picks issues that are ripe for action and does something with them."

## A Vision for Arizona

By 2004 it was clear that the national economic paradigm had shifted and that if Arizona was to continue to provide a high quality of life, the state had to develop a response. The Center for the Future of Arizona's research soon revealed that thought there were numerous documents and

position papers published on the subject of Arizona's future, there was no single, clear vision of where the state should go. "We looked at every major policy report produced over the past 15 years" said Dr. Coor. "This included documents produced by governors, town halls, universities, Goldwater & Udall institutes and many others. We boiled all of this information down to a concrete and simple vision for our future that we have gotten considerable support on. That is for Arizona to be one of the best places in the nation to live a rewarding and productive life."

This vision rests on three interrelated goals:

1. **Opportunities for All.** This is the human element including health care, education, housing and well paying jobs.

2. **Quality of Life.** This includes the factors that insure a good quality of life for Arizonans including infrastructure, cultural resources, transportation, air quality and, etc.
3. **Knowledge-Based Economy.** A future where economic success is based on knowledge as well as capital, labor and resources. An innovation economy supported by world class institutions, entrepreneurs and investment.

The success and buy-in for this vision is best demonstrated within Arizona Governor Janet Napolitano's State Of The State address where she focused on "Education, Foundation and Innovation."

## Why the Rush?

When one listens to Dr. Coor, the Governor, business people and politicians in the know, one is struck beyond all other things with the urgency in their voices. They speak as if we don't respond to this need, the hammer will fall. To quote Dr. Coor. "In my neighborhood, we used to have flower gardens. The competition from the rest of the world coupled with other forces in the economy made it ultimately unprofitable for that traditional mode business to work. So whatever business someone is in today if they don't understand the web, if they don't the understand the nature of their competitive environment, and the opportunities there in, they are going to loose out. Most importantly, this critical change in society is accelerating."

"I first taught first college 50 year s ago," Said Dr. Coor.

"In that time I have seen major changes in society and the economy. But I have never seen anything approaching how what we have seen in the way of communications, knowledge based and internationally connected economies that we've seen in the last 10 to 15 years. It is unthinkable today that a business of any size doesn't understand its place in the world and national markets. Today a small business who is not aware of the changes of the going on around them is at risk of being left behind. If there is a state that has not embraced the new Knowledge Based Economy and trying to do something about it, they are going to fall out of the sky. In this moment of dynamic growth and change, if we don't plan for the future, we will not have another chance."

If we do not enable our diverse  
society to be economically successful  
we will have contemporary  
consequences like what we saw  
slavery do to this country for 300  
years where African Americans  
were not able to be part of the  
economy

## What You Need to Succeed

According to Dr. Coor three concepts describe what is needed to succeed in this next economy:

1. **Innovation:** Innovation is creating new ideas that have value. This can not occur with out every element of society, individual, industry, business, everyone who is interacting with the economy focusing on education. At one time one could live a good life without a high school diploma. Today that is not possible. Today, you must keep learning in-order to be viable. Today, if you do not have knowledge, you are at risk.
2. **Entrepreneurship:** This means you keep searching and looking and fitting yourself where you going and rethinking regularly what you do and how.
3. **Speed.** The ability to respond quickly is one of keys to the ability to respond effectively as an industry or as an individual.

## How to Prepare for what is coming NxT?

One must understand the competitive environment you are in. If you competitor can make the same product as you with better quality for less money, you will go under unless you make change. Continuing to think through these conditions is what is necessary. It is not easy, but there are many associations that can help point the way.

1. Whatever business you are in, find out the best association, magazines and other sources of information for that business. Read everything that is available.
2. Use your contacts to talk to others in your field. Go to conferences and learn from who are thinking outside of the box.
3. Start using blogs! Watch the conversation. That is going to trigger new ideas in your mind.

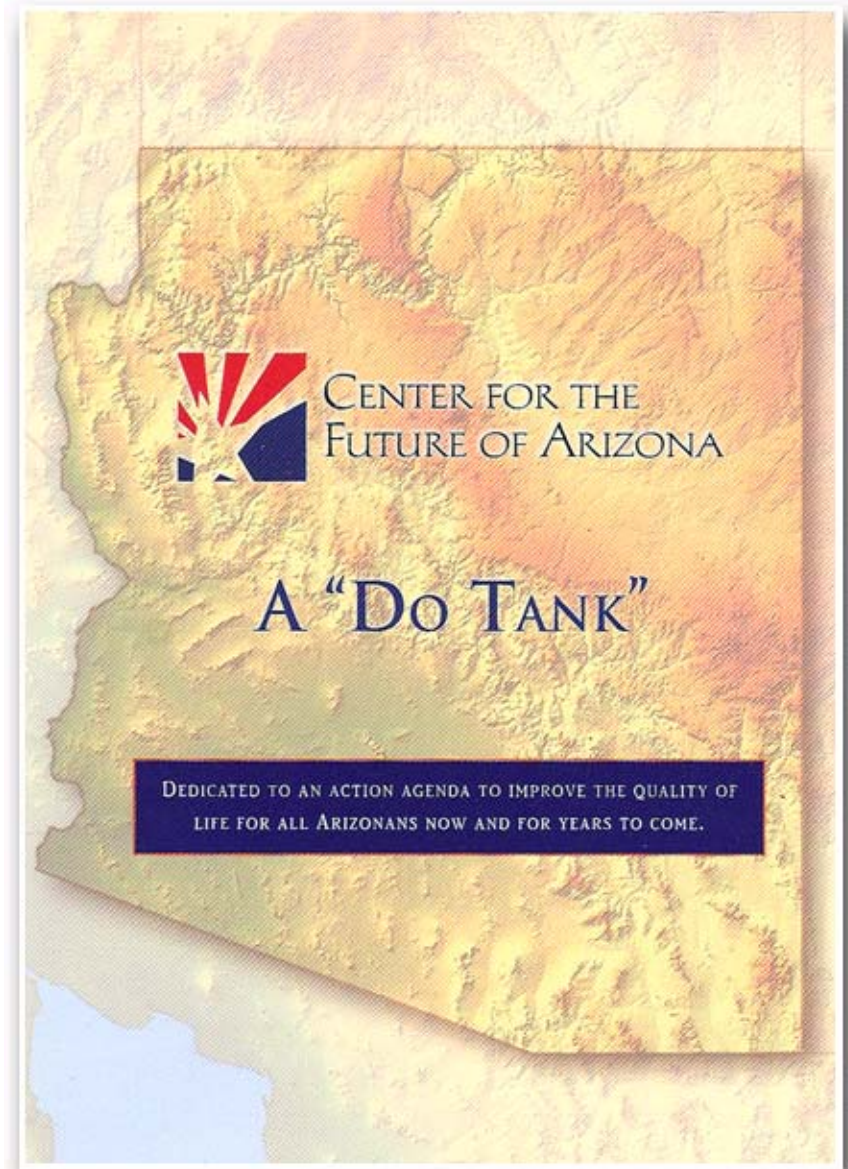
It is critical for small businesses today to innovate and create new ways to compete. This is difficult however for small businesses to do because they do have to deal with so much. However, Dr. Coor feels opportunities today are greater than they have ever been although to access them requires a different style. "It requires the risk taking, nimble style of someone willing to start down one path and find that that's not quite working well and adjust to another path. This is a different way of working that was the case a generation ago." said Dr. Coor. through their association or publications like NxT, they can understand not only why this happening but also where the opportunities are.

## Harnessing the Synergy of Diversity

We are and will be a racially and ethnically diverse society. It is a fact of life. Fifty percent of the K-12 enrollment in Phoenix and Tucson are not caucasian students. "The aspiration of these families, many of them new immigrants are the same aspirations that have always characterized this nation." said Dr. Coor. "The difference now versus one hundred years ago is that education is now more than ever, the key to achieving the American dream! Lets tie striving with equipping. We must use education as the best way to equip people to do something we can continue to grow with. If we do, then we have enabled this diverse society to be economically successful. If we don't do that, we will have contemporary consequences like what we saw slavery do to this country for 300 years where African Americans were not able to be part of the economy and we are still struggling with some of the consequences of slavery today. "

From the synergy of diversity comes the energy needed for change and innovation. The more that synergy takes place, the more there will be energy for this society and the economy without question. This includes all kinds of diversity whether its racial, ethnic or intellectual. This is the genius of America." said Dr. Coor.

**Contact:** Center for the Future of Arizona: <http://www.arizonafuture.org/>





# Turning Information Into Insight

## Victor Vidales

CEO ReMax New Heights Realty & South Downtown Properties LLC.

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



**A**s defined by [en.wikipedia.org](http://en.wikipedia.org), a thought leader is a person or business who is recognized for innovative ideas and demonstrates the confidence to promote those ideas. If he wished, Victor Vidales could claim this title. This young Latino native to Phoenix, Arizona is a rising star that was recently honored as one of the Top Arizona Entrepreneurs under 35 by bizAZ magazine.

A world traveler, Victor has seen the larger affects and opportunities that Globalization and Innovation bring. As he sees it, the best way to prepare for the future is to look inside.

**Is the economy changing in a manner where we all need to pay attention?**

Of course it is. You look at the cost saving that a county can have because it has a skilled work force (outsourcing). You don't have to be in the same place any more because of the technology.

The changes because of the development economies in other parts of the world with highly skilled and lower cost is going to cause jobs to migrate at the same time their economies are growing so resource limitations will cause them to compete with us for lumber, oil, steel etc causing those prices to increase. We are going to see increasing costs for resource decreasing wage base because of jobs migrating that were once done here for a higher price. What is going to be the impact of that?

What this does for us is give us the opportunity.

You could totally fear that, and get into self representing but that is the wrong way of thinking. What we should feel is how do we participate. I have skills, I have information. Let me start creating some solutions. Maybe I can start a global company to educate them, provide for their needs.

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## How do we all participate in the Knowledge Based Economy?

This is where we as community leaders must create solutions. For example, Phoenix is creating a knowledge core in Downtown, not far from our location in South Mountain Village SMV. Each high wage knowledge job that is created creates 2 to 5 service jobs. Those are opportunities for South Mountain. On the short term, they needs teachers, administrators, grounds keepers. All these different jobs.

If want to create solutions to a problem you have got to own that problem. So what are we doing about it. You have got to take that risk. If you put yourself out there, you would be suppose who will help you. Every one has some information in front of them, it is just what we do with it. We have got think long term. I looked at what the city is doing and we could participate in that we just have to decide to do so.

Part of the secret, to change the way one looks at ones self determines what one can do. Its great to have biotech downtown but how are our children participation in this? We need to take a look at our elementary schools and figure out what skill sets do they need to get into the schools like ASU, MIT or Harvard, Stanford that are focused on BioTech/Nano technology research in creating. Do our kids have the foundation to participate in this? You need to provide safe housing as a foundation so that one can participate in this goal

You have to go back to o the most basic level in community to provide affordable housing, good schools so that they can participate in this global environment that they are in. They are not only competing against kinds in Ahwatukee or Scottsdale, they are competing against students in Beijing, india, costa rica, ireland all these other knowledge based economies. We must turn Information to Insight.



## How does one turn information into insight?

Just continuing to learn. Every time I get information, I seek more information. The twenty five year plan for Maricopa County (MAG) shows 10 million people here. There is great opportunity in that. Education, services, development, but you need to look at what the greatest needs are. They are education, housing, transportation, just so many different things out there. You take that information and how can I apply it.

You must always seek to increase your level of knowledge, compare that to your skill set and compare that to the needs of your community. You need to personally take a look at your self and decide what is it you want. Most people know what they want. Once you decide what you want, you start taking action towards that. You can't just have intention, you must take action. Once you decide what you want, how am I going to get there. You must formulate a plan. Talk to people, network. Improve one percent per day. You become greater than what you set out to be.

## What is your personal advice on how to create opportunity?

My advice is to think great and don't give up. Don't let all the negative issues penetrate your mind and make you immobile. You must keep moving forward. If you seek knowledge, and wisdom, it is there in abundance. It takes a passion within to seek that. Because it is so easy to get rapped into the day to day. Where you are not content with the bigger issues. Decide what you want and make it happen. There is opportunity in change.

## Reading Recommendations:

Think and grow rich, the 7 habits of highly effective people, Enough the World is Flat. E-myth. Imitation of Christ.

Contact: <http://www.phoenixnewheights.com>  
(602) 296-0100

## Minority Business Stats: Courtesy AzMBEC

- In 2002, there were over 58,500 minority firms in Arizona generating over 7.8 billion in gross receipts.
- These firms also employed more than 78,800 workers.
- Minority firms represented 15.8% of all "classifiable" firms located in the state.
- The number of minority firms in Arizona increased 35% between 1997 and 2002, compared to 16% for all "classifiable" firms in the state.
- Arizona has the 12th largest minority population in the country, numbering about 2 million or 38% of the state's total population in 2002.
- In Arizona, only Asian Americans have reached parity in their number of firms when compared to their representation in the state's population. No other minority group has reached parity in the number of firms and gross receipts.
- If minority business activity in Arizona matched the state's minority population percentage in 2002, the number of minority firms in the state would have exceeded 140,000 and they would have generated \$49.9 billion in gross receipts and employed more than 365,000 workers.



# Relearning How to Build

Prince Arthur, VIII

Principle: MicroMillennium

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

The word that best describes Prince Arthur VIII is “understated.” On meeting him he is humble, friendly, confident and unassuming. However, the true story is that he is a powerful businessman of service. A naturalized American, born in England and of the Ashanti tribe from Ghana he has a background in Technology. He holds an BS in computer science, MBA in technology management, and is currently finishing a second MBA in international business from Western International University.

Prince’s company MicroMillennium, is a Business Alignment and Technology Management Consulting Firm. They provide consulting and project management services to major financial institutions, and Fortune 500 companies. MicroMillennium is one of the top private minority own management-consulting firms in the

nation, providing “Big Five” quality at outstanding value. Through understanding how technology works, MicroMillennium works to aid companies meet their corporate goals through optimizing their processes without having to buy new equipment to achieve the desired results.

Through his unique combination of education, background and experiences Prince claims a unique and authoritative perspective on the Global Innovation Economy. The following are his thoughts on the subject of Arizona and the Global Innovation Economy.



## America and the Global Economy

We are very much interdependent globally. At fundamental levels, when you look at the contents across the globe, EuroAsia is a culture that knows how to implement. North America however, is a culture that gives people the ability to innovate. For example, in this country [USA,] once you come against the wall, you are encouraged to go over it. In EuroAsia through, when you come to the wall, if there is a group of you, you are encouraged to sit and wait for the others. The team approach. This fosters the ability to sit and play with things. Find different ways for it to work. Therefore it creates an environment to know how to find different uses for things and to improve and refine items. The American culture is great at innovating and inventing, but we really don't know how to implement very well. Therefore EuroAsia is able to take the American invention, and bring it back as a different or a fine tuned product.

Africa ties in with natural resources. Asia and North America do not have the natural resources of Africa. Regrettably as a whole, the African culture does not encourage exploration and innovation. With that being said, one culture can not function without the other. We are interdependent in the global economy. For years here in the United States we've done a good job of protecting ourselves from everybody. But through the implementation of the Internet, now, knowledge is capable of being transferred easily and quickly. Once everyone wanted to come to America for the education.

Now, why should they bother getting a visa. they can learn everything online without leaving home. They now have access to our business models and how we operate.

### America's Challenge is to re-learn how to build

As a country, what have we done? In my opinion, somebody has been sleeping at the wheel for many years. The last time we really did something as a country was at the end of World War II with the implementation of the GI Bill. Because it gave those coming out of the war the ability to go to school and get an education. Through that experience, they were the ones able to invent and innovate the products that the boomers have enjoyed all these years. It was the responsibility of the boomers to take on the mantle, and not just use what they had been given but to build something. I don't blame them though, for their parents tried to protect them to give them everything that they needed. What happened however, was a generation who grew up and raised another generation that did not know how to build. That resulted in the United States becoming a service oriented economy. Now after 911, there has been an awakening. So the circle has come back and now suddenly the generation the youth today are asking what do we do to move on?

“What happened however, was a generation grew up and raised another generation that did not know how to build. That resulted in us becoming a service oriented economy. Now after 911, there has been an awakening.”

Prince Arthur, VIII

The previous generation came up through the depression and knew how to do without. They had the spirit. They understood. That was that experience that inspired their sense of nationalism. The desire to take care of your neighbor and that it's not all about me. The boomers, Gen-Xers and Gen-Ys, never had to do without so we did not understand. No struggle. 911 was the first taste of vulnerability. 911 changed the paradigm. We now wish to educate and teach the Ys how to innovate and be entrepreneurs. How to build something out of nothing. (Make a way out of no way). It is fortunate that they have all new technology that will allow them to do what we used to do quicker. In a much more value added way, strategic way.

## The Need for Education and Training in Critical Thinking

When we talk about innovation and education, critical thinking is crucial. I think this is why the new focus on innovation is going to have tremendous results. We are already a culture of critical thinkers. We are encouraged unlike anywhere else in the world to ask *why*. To challenge authority and ask questions. Over time what we had done was hidden how and why technology works. Through point and click technology, we took away the desire to innovate. We told the younger generations, *don't worry about it. We have already done the hard work. Just use it.* That comes from the service based mind set. There must be paradigm shift in how we approach innovation. Let's not educate for the sake of education (informing). Instead educate through the mode of critical thinking to empower us to challenge and to ask why do things work. Because it is through that empowerment that a true sense of creativity begins. That is what will encourage that person, to sit up and ask what will happen if I do this or why does this thing act this way. And this leads to entrepreneurship. We have a whole generation who does not know what entrepreneurship is. To me entrepreneurship is the ability to build. The ability to take risk. The ability to say I believe in self. I want to leave something behind. I want to contribute. This sense of giving back serves as a catalyst.

Contact: [www.MicroMillenniumUSA.com](http://www.MicroMillenniumUSA.com)  
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# AHa!

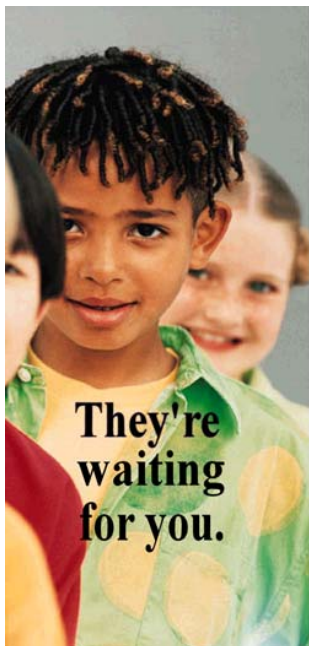
As we prepared this focus on Innovation, a number of our reviewers experienced the proverbial "Aha" moment. But then the obvious next question was; Ok, now what do we do? How do we participate? Good question. Do you have a good answer? If so we would like to hear your story and publish it in a future edition of NxT.

First some inside information to get you started:

1. The Innovation Economy is not about Innovation. An innovation is a product of ingenuity. Ingenuity is applying ideas to solve a problem. So in actuality this is the Ingenuity Economy.
2. Despite the over-focus on Science, Technology, and developing new things to do, the majority of the Innovation Economy is actually driven by those who are finding better ways to do every day things.
3. Learn all you can! Google the key words Innovation Economy or Knowledge Based Economy and read the reports from the National Governors Association (pg 19). Then ask questions and demand answers from your business association. Finally KEEP READING NXT HORIZON. We will continue to keep you informed.

So there you have it, three great secrets of the Innovation Economy. If you are in the business of finding new ways of doing old things, you are a player in the game. So write us at: [Publisher@NxTHorizon.com](mailto:Publisher@NxTHorizon.com) and tell us how you are doing. We look forward to hearing from you.





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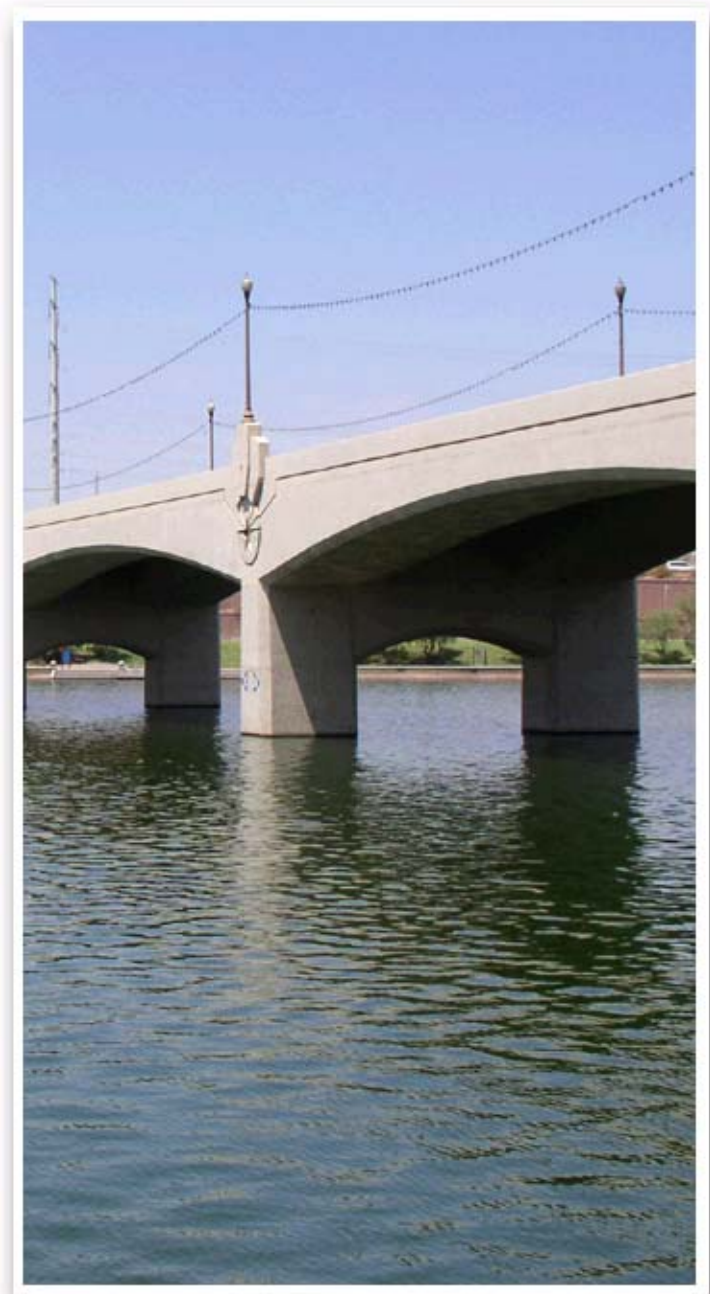
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# Minority-Owned Businesses: Transcending to the Next Level in a Changing Economy

By Candace Hughes



**Alika Kumar**

The reshaping of America's economy, within the past ten decades, has been inspired by new ideas, inventions and technology. Everything from mass production, to corporate economy and technology has presented sweeping changes in the way business is conducted. For majority-owned firms, mergers, takeovers, public trading and exporting have become popular vehicles to expand and solidify their global positioning. Mass media, branding and the information superhighway are tools used to ascend their buying power and visibility in a vast and competitive marketplace. The digestion of this prodigious awareness is liable to cause heartburn for a minority-owned business seeking to expand into a competitive marketplace. The day-to-day decisions of a minority-owned business must go beyond the norm to create and sustain company growth. Minority-owned businesses must position themselves to envision what is on the horizon to become viable, and remain a contributing member in a changing economy.

Research confirms that minority-owned businesses are making their fair share of contributions to the economy. The U.S. Department of Commerce minority development agency reported that between 1992 and 1997, minority businesses grew ten times faster than any other business. Although many minority-owned businesses have closed their doors, the number of existing firms is a positive indicator that growth among minority-owned firm will continue to make an impact on the future economy. According to Arizona Minority Business Enterprise Center (AMBEC),

"In 2002, minorities owned almost 4.1 million firms that generated \$694.1 billion in revenues, and employed about 4.1million workers. Minority-owned firms accounted for 6.8% of all U.S. firms in 1982, 9.3% in 1987, 12.5% in 1992, and grew to 14.6% in 1997."

In the year 2002, of all the minority businesses in the U.S. were responsible for the following:

	Ownership of Firms	Jobs Created
Hispanics	39.5%	30.8%
Asians	30%	48.8%
African Americans	27.1%	15.9%
American Indians	6.5%	6.6%





Ron Busby Chairman of the Board Black Chamber of Commerce. Alikea Kumar and Ed McCartney of AzMBEC

“Innovation starts with a minority companies' ability to present themselves uniquely through the company portfolio, and marketing strategies.”

Alikea Kumar

Alikea Kumar, Director of the Arizona Minority Business Enterprise Center (AMBEC) expresses concerns about the future of minority businesses. In a recent interview, she asserts that small and minority businesses are contributors to the local economy, and must continue to provide jobs for the communities they serve. Alikea further asserts that many small and minority business owners work long hours in their businesses, but do not take the time to work on the business itself. The implication for minority-owned businesses is to take a step back and view the big picture of where they want their company to be, in order to achieve growth. Alikea states that for minority-owned businesses to become a billion dollar business, owners must perpetuate a billion dollar style of thinking.

Leaders of billion dollar companies are invariably transformational leaders. Within the company, some leaders may be the experts in product knowledge, some may be efficient in the process development, or just knowledgeable about their market. Ultimately for company growth, a transformational leader understands the ability to nurture, grow and empower others within the company. Transformational leaders are innovative, and they promote

innovation. Governor Janet Napolitano in her 2006 State of the State Address reminded the congress and community leaders of Arizona's commitment to invest in businesses as a way of creating more jobs in the state. She recommended that Arizonans support innovation to attract and support products and technologies that will ultimately position Arizona a leader in the 21st Century. For minority-owned businesses, Alikea contends that innovation starts with a minority companies' ability to present themselves uniquely through the company portfolio, and marketing strategies. Minority business owners must present their product professionally; have a good track record and follow through. For minority-owned businesses to position themselves for growth, Alikea warns that they must not think in terms of competition because they are already fighting a losing battle. She suggests that minority business owners change their mindset to anticipate what is on the horizon.

The achievement of innovation in the 21st century for minority-owned businesses may be derived from the success of capital, education and technology. Transcending to the next level of business is not always easy in a changing economy; however minority business owners must view the transformation of their company not from where the competitor stands, but from where they would like to be.

Minority-owned businesses are important to the local economy, and must remain viable. This implies that minority-businesses owners must be ready at all times, and remain in a continual state of readiness to seize opportunities of the future. For minority business owners who are ready for such a transformational step, help is available. The Arizona Minority Business Enterprise Center (AMBEC) provides strategic consulting and a wealth of business services through its expanding network to help minority businesses grow. AMBEC is federally funded by the Minority Business Development Agency (MBDA), U.S. Department of Commerce, and operated by the Arizona Hispanic Chamber of Commerce. Alika and her three member team service approximately 105 clients annually, and facilitate a minimum of \$30 million in awarded transactions. AMBEC's program concentrates on minority business enterprises with \$500,000 or more in gross annual revenues that are generating significant employment and long-term economic growth. The AMBEC team considers themselves as an extended marketing arm to help minority-owned businesses to grow and prosper.

AMBEC has established partnerships with other small business organizations such as Arizona Hispanic Chamber of Commerce, Business Development Finance Corporation, Grand Canyon Minority Supplier Diversity Council, Sunrise Bank of Arizona and the Tucson Hispanic Chamber of Commerce. All of these agencies are extensions of one another to better serve the needs of minority owned businesses. For further information

about growing your business, contact Alika Kumar at the Minority Business Development Agency (MBDA), 255 East Osborn Road, Suite 202, Phoenix, AZ 85012. Phone: 602-248-0007; Toll Free: 1-800-428-7299, Fax: 602-279-8900. Their new website is <http://azmbec.com>.

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## PODCAST: CITY OF PHOENIX DOES 53 MILLION DOLLARS IN BUSINESS WITH MINORITY FIRMS

How To Do Business With The City Of Phoenix Pt. IV [To listen, click here. Mp3 format](#)

In this forth podcast on How to do Business with the City of Phoenix, Carol Coles Henry, the Director of the City's Equal Opportunity Department announced that the City did 53 million dollars in business with Minority, Women and Small Business Enterprises in 2006 and could do more in 2007.

"We have great needs for services in trades including asphalt, masonry, landscaping welding, fencing and many others areas" said Mark Escobedo with City of Phoenix Engineering and Architectural Services. We need contractors in these areas to get certified with the City and then I teach them how to bid directly to prime

contractors for work. In addition we are hosting a construction networking event where potential subcontractors may meet the prime contractors on July 18th at 2:00 pm at the Burton Barr Library in downtown Phoenix."

According to Tony Hatcher MWSBE purchase manager from the Finance Department, "Mark and I are kind of like a tag team. Mark deals with construction. I deal with good and non-professional services. We have needs for certified vendors of small tools, computers, computer supplies, office equipment, uniforms, travel services and in particular janitorial services. For example, we will

be actively soliciting for a contract for custodial services at the 91st Ave waste treatment plant in the near future."

We also have a 5% incentive program for bids under \$40,000," said Mr. Hatcher. "Where if a certified vendor's bid comes within 5% of the low bid, we could still award that contract to that vendor. In addition, because you are dealing with the City previous pricing is available upon request."

Trevor Bui is the MWSBE Program Coordinator and insures all vendors have an enjoyable experience with the City. "On the Next Horizon for us are major



advancement such as the our small business loan program to help MWSBEs. The program is actively under development and details will be provided soon. Pending approval, we expect it to up and running in the fall,” said Mr. Bui. “We are also developing a “Circle of MWSBE Champions” who will serve as ambassadors for what we are doing. Finally, we have an exciting new E-Blast program coming on line that will provide timely information on opportunities with the City to all subscribers via the Internet.”

- How the Phoenix small business programs work and how they can benefit you.
- Valuable information on the construction subcontracting goals program.
- How and why the certification program works and why it remains important.
- Information about important networking and educational events provided by the City of Phoenix where you can meet prime contractors and buyers.

Photo Caption and Speakers in this edition: Left to Right:

Mark Escobedo Engineering and Architectural Services; Dr. George B. Brooks, Jr. Host & Director; Carol Coles Henry Director City of Phoenix Equal Opportunity Department; H. Anthony Hatcher Finance Department; Trevor Bui Equal MWSBE coordinator

Our thanks to all of our guests for participating in this event.

**“Innovation is the ability to see change as an opportunity - not a threat”**

Additional information provided in this podcast:

- Specific information on many of the services the City of Phoenix is looking to contract.
- Detailed information on the wide variety of assistance and incentive programs available to small business from the City of Phoenix including outreach and education efforts.
- How the 5% SBE bid price incentive works.
- Information on the SBE reserve contract program.
- Details on the upcoming ?How to do business with the government entities? workshops and when they are offered.
- About a few of the contracts coming up in the near future.

- Where can find pricing information from previous contractions or purchases.
- Information about the small business pilot loan program through community and economic development department.
- What is the Circle of MWSBE champions.
- How to sign on the NEW E-Blast communication system.
- Direct contact phone numbers and websites and newsletters.

Contact websites:

<http://phoenix.gov/mwsbe>  
<http://phoenix.gov/purchase>



## Bovis Lend Lease Construction Project Brings 13 Million Dollar Minority Business Opportunity To Eloy Arizona



## Update: Eloy Arizona

In May 2007 the **Arizona Minority Business Enterprise Center** hosted a series of Business (B2B) Linkage Forums in Tucson, Phoenix and Eloy Arizona. The purpose of these forums was to recruit Minority and/or HUBZone Certified firms for a \$45 million opportunity for a 400,000 square foot manufacturing facility to be build in Eloy, Arizona by Bovis Lend Lease.

According the John Mallory of Bovis "We build big stuff. The bigger the better. But if you divide it into chunks, it is manageable. We have a company goal of 10% participation for minority vendors. That's 4.5 million dollars from this project." However, on some projects they have reached 30% so this opportunity could exceed 13 million dollars in Eloy.

The project is looking for certified minority vendors that provide a wide variety of needs for this construction project. For more

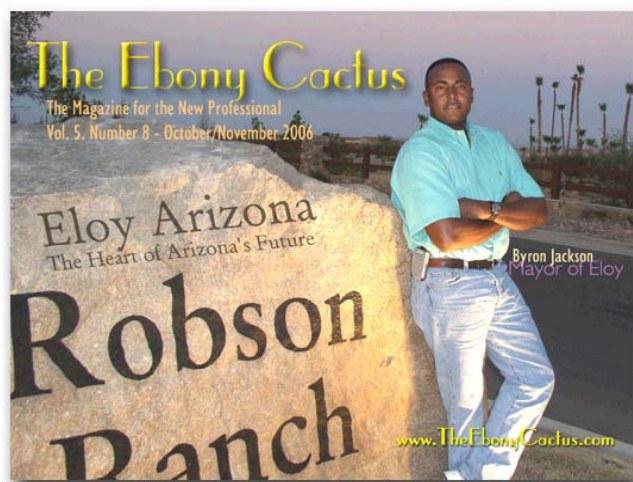
information, contact the **Arizona Minority Business Enterprise Center** (602) 248-0007, FAX (602) 279-8900 <http://www.azmbec.com>

<http://www.bovislendlease.com>



Photo Caption:

Gustavo F. Costales (AzMBEC) Alike Kumar (Director AzMBEC), Byron Jackson Mayor Eloy, Ed. Mc Cartnery (AzMBEC).

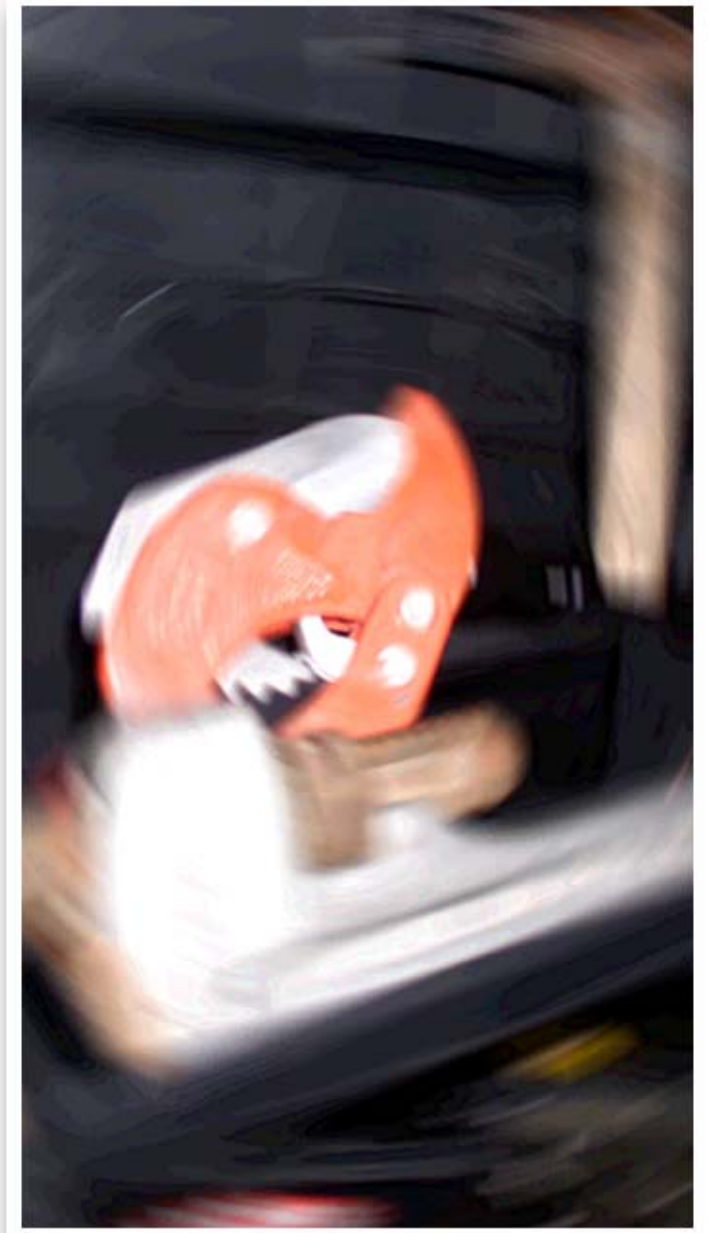


Click Here to download Nov. 2006 article on the growing business opportunities in the City of Eloy Arizona

# Tools

## Solutions & Strategies

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- How to Text like a Teen 41
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Robert Blaney

District Director Arizona District Office



## SBA Announces New Patriot Express Loan Initiative Program Focuses on Military Community Including Veterans, Service-disabled, Active-duty in transition, Reserve and Guard, Spouses and Related Groups

The SBA recently announced

the new Patriot Express Pilot Loan as the latest extension to the financial, procurement, and technical assistance programs the agency provides to the military community. Patriot Express is a streamlined loan product based on SBA's highly successful SBA Express Program, but with enhanced guarantee and interest rate characteristics.

With military activations and extensions having a profound impact on entrepreneurs in the military community, SBA is committed to helping America's service men and women during the continuing War on Terror. SBA believes that Patriot Express, supported by SBA's other services, goes directly to the needs of these American Patriots who wish to start businesses, and in the process encourages job creation and growth.

Patriot Express is available to military community members including veterans, service-disabled veterans, active-duty service members participating in the military's Transition Assistance Program, Reservists and National Guard members, current spouses of any of the above, and the widowed spouse of a service member or veteran who died during service, or of a service-connected disability.

The new Patriot Express Loan is offered by SBA's network of participating lenders nationwide and features SBA's fastest turnaround time for loan approvals. Loans are available up to \$500,000 and qualify for SBA's maximum guaranty of up to 85 percent for loans of \$150,000 or less and up to 75 percent for loans over \$150,000 up to \$500,000. For loans above \$350,000, lenders are required to take all available collateral.

The Patriot Express Loan can be used for most business purposes, including start-up, expansion, equipment

purchases, working capital, inventory or business-occupied real-estate purchases.

Patriot Express Loans feature SBA's lowest interest rates for business loans, generally 2.25 percent to 4.75 percent over prime depending upon the size and maturity of the loan. Local SBA district offices will have a listing of Patriot Express lenders in their areas. Details on the initiative can be found at:

<http://www.sba.gov/patriotexpress>


Recently, the SBA has expanded its face to the military community through an expansion of its Veterans Affairs Office, increased local outreach and goaling in its district offices and participation in Department of Labor job seminars.

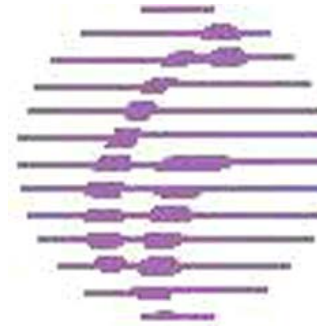
SBA provides programs and services for veterans and members of the military community wanting to establish or expand small businesses.

SBA has veterans' business development officers in district offices in every state and territory able to provide military community members full access to the SBA's range of programs and services. In addition to district offices, SBA's resource partners SCORE, Counselors to America's Small Business; Small Business Development Centers; and Women's Business Centers provide local and online assistance with: writing a business plan, financing options to start or grow your business, managing the business, expanding the business and selling goods and services to the government.

For those who are already small business owners and who expect call-up, the SBA and its resource partners have expertise to assist with preparing their businesses before deployment, managing their businesses, selling goods and services to the government, obtaining other SBA financing and financial assistance, and obtaining loans for economic injury - Military Reserve Economic Injury Disaster Loans (MREIDL) - Loans of up to \$1.5 million are available for small businesses sustaining economic injury because an owner or essential employee has been called to active duty as a military reservist.

More than 14 percent of businesses in America are owned by veterans, and SBA is proud to guarantee more than \$1 billion annually in loans for veteran-owned businesses. Veteran-owned businesses make significant contributions to the economy and because of the unique technical and leadership skills they acquire through military service, they can become successful entrepreneurs.

The SBA and its Office of Veterans Business Development (OVBD) provides comprehensive assistance, outreach and support to veterans. Each year the SBA assists more than 100,000 veterans, service-disabled veterans and Reserve Component members. 



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## Tech Tip

by: Haley Jendra Brooks



# How to Text Like a Teen

Over the years the forms of communication have changed immensely. We have grown from Morse Code to telephones. You can now have a conversation over the Internet via video. One of the latest advancements is a cell phone. They have evolved into multimedia devices. Now, it used to be that the only way to talk to someone was to well, actually talk. Now, there is text messaging. It is more popular amongst the younger generations who use this form of conversation as their primary source of communication. To some this is an impossible skill to learn. Today's teens can text at a speed that rivals expert typist. How does one text like a teen you ask? Well I consider myself the resident expert on the subject and I'm here to educate you.



Now to text efficiently you have to know your way around a phone. All phones have the ability to text just some lack the service. On phones the buttons that are numbered 1 through 9 along with zero, pound and the "star" also have letters on them. On the button 2 the letters "a, b and c" are also printed on there. With the button 3 the letter "d, e and f" are on it. This pattern goes on all the way to button 8. Nine is the exception because it is accompanied by the letters "w, x, y and z".

What is text messaging? It the sending of a message with words, sounds or pictures in it. Most adults haven't mastered the art of text messaging yet, nor have they tried to learn. Most adults will send the occasional text such as, ec: "home?" or "call home now". These are the typical "quick text responses" made for those that don't want to text the words. Some wireless plans charge for the number of characters or letters sent in a message. So most people shorten their messages by sending texts like this, ec: "I luv U" or "C u l8er". The use of numbers is also used in text messaging. Take for example the sentence "I want to go with you too". You can shorten the message by substituting "to" with 2 and you with "u". You can also drop unneeded letters such as the "h" in with. So with all these changes our new sentence is " I want 2 go wit u 2". Now this form of messaging is like the touch-typing of the professional typing world. For the more experienced texter there's T9 word.

Sometimes the act of touch texting is very tedious. It takes a while to press the buttons to get to the letter you desire. With T9 word the phone actually predetermines what you're going to spell. So instead of having to press the buttons 2, 6 and 3 a few times to spell the word "and", all you have to do is press those buttons and it automatically spells it. Some buttons spell many different words. The buttons 2, 6 and 9 spell "any", but they also spell "boy, box, bow, cow and coy." There's a button on your phone that changes the word you spelled. On my phone, I press the button 0 and it switches the word.

Once you got the basics down on how to type your message, then comes the advanced level where you enhance your message. On many phones they are equipped with "emoticons". On my phone these pictures are teddy bears but it differs with every phone. These animations show varying emotions. The most common are the most expressible emotions, ec: "glad, skeptic, sad, amazed, crying, winking, laughing, indifference, kissing, confused, sticking tongue out, angry, geeky and devilish". You can add these animations to a message to get a point across. I advise you, to not use them when texting your child an angry message, they might not take it seriously. You can also add sounds or change your text type. Maybe the person receiving the message can't see very well. You can enlarge the font size to make it easier for them to read.

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Every generation laughs at the old  
fashions, but follows religiously the  
new.



Haley Brooks

We have covered how to text and how to make your message look good. Now there's also messaging that looks good by itself. Picture messaging is exactly how it sounds. The same can be said for video messaging. It's when you send someone a message that contains a video, picture, or a self-recorded sound. Not much can be said about it since it is so self-explanatory.

With this article I hope I helped you understand the art of texting. This beautiful form of communication is both a blessing and a curse. Adults dislike the constant use and how texting takes out the intimacy of having a real conversation. Being a teen I am programmed to love texting. Technology is encoded in my DNA, but I also see the menace of texting. The one thing I dislike about texting is the fact the young men today have regressed from calling a girl to texting her. This is just unacceptable, but there's not much I can do. The future is everyday and everyday we get close to another communication advancement. Let's just hope we can keep up.





## Healthy Self Talk

By Charlotte D. Grant-Cobb, PhD

**S**elf-talk. It is as automatic as closing your eyes when you sneeze. Serena Williams does it when she loses a match and when her serve is an ace. Tiger Woods does it when he misses a short put and when he wins the Masters. Self-talk. Winners do it. Losers do it. Everybody does it. Can self-talk make a difference in your health? You bet!

The complexities of the brain-mind connection have baffled scientists since the days of Galileo. For simplicity's sake, let's just agree that the mind operates on an automatic, subconscious and a deliberate, conscious level. The conscious part of your mind is where awareness and intention reside. The subconscious, automatic part of the mind notices and remembers information, making retrieval effortless.



“Some believe that the uninsured are mostly made up young people who believe they are invincible.”

The brain, after all is your computer. It stores all of your experiences. Like the automatic spell check feature on a computer, the brain creates a dictionary of what you have learned. If you proof your work, you may notice, however, that the dictionary allowed the use of "pin" when you wanted to use "pen." The dictionary did not prompt for accurate use of the words; it simply confirmed what it had learned.

Similarly, your brain does not automatically prompt you to check the accuracy of your thoughts. After a while, the only time you will be prompted to make a correction is when your brain's dictionary does not recognize an event.

This is the enigma of the brain. Neurophysiologist, Benjamin Libet's very complex experiments in the 1980s proved that the brain is running about one half second ahead of your decision to act. In other words, you have milliseconds to decide to act differently than your automatic response. This phenomenon is a wonderful safety mechanism, because you don't have time to re-think everything. It allows you to put one foot in front of the other without thinking. You can drive your car and navigate traffic successfully, most days. If, for example, you have always been able to speed up and make that "right turn on red" off the intersection, you can do it without thinking. On rare occasion, when you have to brake suddenly for a driver who did not get your memo that morning, you have a short span, milliseconds, to confirm your subconscious through self-talk or to awaken your consciousness and receive new data.

Even though speeding through an intersection is not correct behavior, the brain will race to affirm your behavior. You tell yourself, "I know she saw me!" Self-talk always confirms your automatic responses, even when the information is not accurate or logical.

This idea of self-talk is contrary to the standard notion that generally characterizes it as being either positive or negative. If you think that all positive self-talk is "good" and all negative self-talk is "bad," you don't have to change the subconscious data. You just have to say nice, positive things to yourself. Well, by now you know that you can positively affirm an inaccurate reality and end up in a collision. Harriet Braiker, a noted psychologist and favorite guest on Oprah, warned against confusing positive inner dialogue with self-delusions.

It makes sense, then, to characterize self-talk as accurate and logical, rather than positive and negative. Self-talk goes beyond being a cheerleader for team Y-O-U. Talking to yourself about something you know nothing about is crazy. It is not logical to think you can serve aces if you have never picked up a tennis racket. It is inaccurate to think that you can keep rolling through red lights and avoid a collision. No matter how positively you speak to your self, the weight will not come off without diet and exercise.

Self-talk, then, has some clear implications for your health. If your reality doesn't account for other cars on the road, the inevitable collision will be your reality check. If your self-talk always confirms that a cigarette relaxes you, a distressing diagnosis may be your reality check. If your self-talk confirms that over eating is comforting, diabetes and obesity may be your reality check. As Dr. Libet's research showed, there is not enough time to talk yourself out of a collision when you're in the moment.

The kind of self-talk that winners like Serena Williams and Tiger Woods use during a match is based on an accurate and logical sense of reality. Because they have practiced, and practiced and practiced a shot, logic tells them that it can be made again. Serena can serve aces match after match, because she does it in her daily practice. The one-half second between her brain's automatic response and her awareness doesn't allow for debate and deliberation. When Serena misses a shot, her self-talk may simply affirm the sense of reality she has built through her practice. Her self-talk affirms her subconscious reality and she says, "I can ace this because I did it earlier."

When Tiger misses the green, his self-talk may say, "I missed the green with this iron in practice too." That is not negative self-talk. It is accurate self-talk. When Tiger loses, he returns to the practice range, to re-learn the green. He understands that until he changes the data in his subconscious, he cannot win the major tournaments. Logical and accurate self-talk help him make responsible corrections.

To create healthy self-talk you must constantly check the accuracy of what is stored in your head. Biology only allows you milliseconds to think differently in the moment.

There is only one way to convert milliseconds to minutes and minutes to hours. You will have to study.

It is a process. Walking when you get home from work, rather than sitting in the recliner has to become the new automatic response. That takes time. Grabbing a large bottle of water rather than a cigarette when you're driving has to become the new way to relax. First, you have to place the water in the car. It is a process.



Here are a few ideas to consider in the process of building healthy subconscious thoughts and focused self-talk:

**Do a Reality Check.** If you are still smoking cigarettes, your subconscious data is not logical. To replace your old thinking, read the warning label -a lot. There is a reason your third grade teacher made you write on the board 100 times. Repetition changes behavior. Move the cigarette pack away and out of easy reach. Enlarge a copy of the warning label and place it on your dashboard. You will find that your automatic movement toward a cigarette is conflicted by this new data. That conflict makes you stop, just like your computer's dictionary on an unrecognizable word. It is when the milliseconds become minutes that you have time to make a conscious choice. Your logical self-talk now says, "I can pick up this cigarette or pick up this water." Keep inundating yourself with logical, accurate information. The automatic self-talk will confirm the new accurate, reality. You will move from "maybe just one more" to "smoking this cigarette is harmful. I choose the water."

**Focus on the Solutions.** When you focus on the problem, you are simply reinforcing the data in your subconscious. It may be accurate to say that you are in an obese state. If you are overweight, a super-sized order may meet with little resistance if the

subconscious data is stuck on the accurate report that your waistline measures 45 inches. If you don't change that tape, your self-talk will say, "I'm already fat, so what difference does it make." When you focus on the solution, you are essentially replacing old information with information that is helpful. The most logical solution in this instance would appear to be - avoid fast food restaurants, altogether. The subconscious move to super-size will never come up. Yet the harmful thought is still in your subconscious, so the minute you enter a fast food drive up, the automatic move to super-size will appear. Your self-talk can only be, "I shouldn't be here, but I'm here now. Oh well..."

**Confront the Harmful Behavior.** In this life, it is hard to avoid a fast food restaurant. In addition to focusing on the solutions, you must also confront the issue head on. Your subconscious may be accurate. You may be overweight or obese. Your cholesterol may be too high. Your blood pressure may be too high. Still, your present state of health does not have to be your permanent reality. Again, change your subconscious by replacing the data with healthy solutions. Overwrite the current data. Read as much about weight loss as you can. Read a variety of authors and talk to a variety of people who are experiencing the same dilemma. Inundate your brain with pictures of green leafy vegetables and a healthy body. Now, when you order at a fast food restaurant, your subconscious will be in conflict and transition. Even if your waistline still measures 45 inches, your subconscious cannot move automatically to "super-size it." The conflict will give you time to choose. Now your self-talk says, "Eating a variety of green leafy vegetables will help me lose weight." You will order a salad more frequently than fries until ordering a salad becomes your automatic response.

**Be Quiet.** You cannot hear if you are always talking, especially to yourself. Be quiet. Listen.

**It Takes as Long as It Takes.** Replacing old data with new data is a process. Discerning logic from delusion is a process. Moving from one version of reality to a healthier version of reality is a process. This process is different for everyone. Some people can stop smoking "over night" while others keep quitting until they get it right.

Some people join a gym and exercise regularly, while others struggle with the idea. Just keep putting accurate and logical data into your subconscious. This enables healthy self-talk and healthy lifestyles.



**'Direct to Web' Video Strategy is now viable.**

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# Politics

- A Moment with Laura Pastor Candidate Phoenix City Council District 7

49



## A Moment with Laura Pastor

Candidate Phoenix City Council  
District 7

By Dr. George B. Brooks, Jr.



Phoenix Arizona is establishing a reputation as being business friendly and one of the fastest growing areas of the city is District 7. We recently had the opportunity to talk with one of the candidates for Phoenix City Council, Laura Pastor, to learn more about how she would govern if elected.

**NxT:** District 7 is a very diverse community ranging from upscale rural in parts of Laveen to areas desperately in need of economic revitalization. What in your opinion are the needs of the equally divergent business community within District 7 and how will you represent them?

**Laura Pastor:** It is incumbent upon all of us who live and work in District 7 to participate in the economic development and revitalization of our community. If elected I will work vigorously to support established business interests that contribute to our communal good and strive to attract quality new small business ventures, as well as large corporate and industrial entities that can offer significant employment opportunities and other financial benefits for District 7 residents. Because each and every business interest has a unique set of concerns, it is necessary for there to be structured and fair processes of review. I think that former City councilman Cody Williams of District 8 has set an excellent example of how we can attract new businesses to District 7 areas by demonstrating the abundant opportunities for success that can be realized by locating in our neck of the city.

“It is incumbent upon all of us who live and work in District 7 to participate in the economic development and revitalization of our community.”

Laura Pastor

**NxT:** The Rio Salado Project is moving forward. How will its completion and the implementation of the "Rio Salado Beyond The Banks Program" affect your community?

**Laura Pastor:** The Rio Salado Beyond the Banks Project is a wonderful example of visionary and creative planning in District 7, and one which I strongly support. The extensive nature of this project allows for divergent Valley areas such as downtown, Tempe, Laveen, and Rio Salado to benefit from the highly desired lifestyle attributes it offers. The project will enhance existing neighborhoods while showcasing the city's wonderful historic and cultural heritage. Additionally, Rio Salado will attract, encourage, and employ an increasingly skilled workforce.

**NxT:** There is considerable controversy surrounding the alignment of the South Mountain Freeway, particularly from business. What is your opinion on how this project should move forward?

**Laura Pastor:** I support the alignment on 55th Avenue because it is the least invasive of all the proposed plans, and disrupts the least amount of homes and businesses. I will closely work with any displaced businesses and residents to ensure that their relocation within District 7 goes as smoothly as possible. This issue provides us with a glaring example of how city

government can work more effectively in its execution of efficient planning. This freeway has been in the planning stages since 1988 and far too many community concerns were not given sufficient consideration. One of my primary goals regarding this issue will be to ensure that all possible steps are taken to protect and beautify the affected native environment and the precious wildlife. Measures to achieve these goals can be incorporated and administered through proper planning and the establishment of accountability standards with little or no cost to the community.

**NxT:** Because of the rapid growth of Laveen, as never before, the Gila River Indian Community (GRIC) will play a role in the life, economic, and policy directions of District 7. What is your opinion on if and how the City should work with the GRIC?

**Laura Pastor:** We should continue to foster a respectful and constructive dialogue with the Gila River Indian Community. This can be accomplished by engaging in an open and informed dialogue with the tribe and their representatives. I believe that the key to successfully working with the Gila River Indian Community is by understanding and respecting the cultural, historical, social, and economic issues and concerns that affect the daily lives of their members.

On many issues ranging from transportation to economic development, we need to continue to collaborate, foster and nurture our relationship with the GRIC. They have enormously contributed to our collective national, state, and local history and will continue to do so.

**Contact:**

<http://www.laurapastor2007.com/>

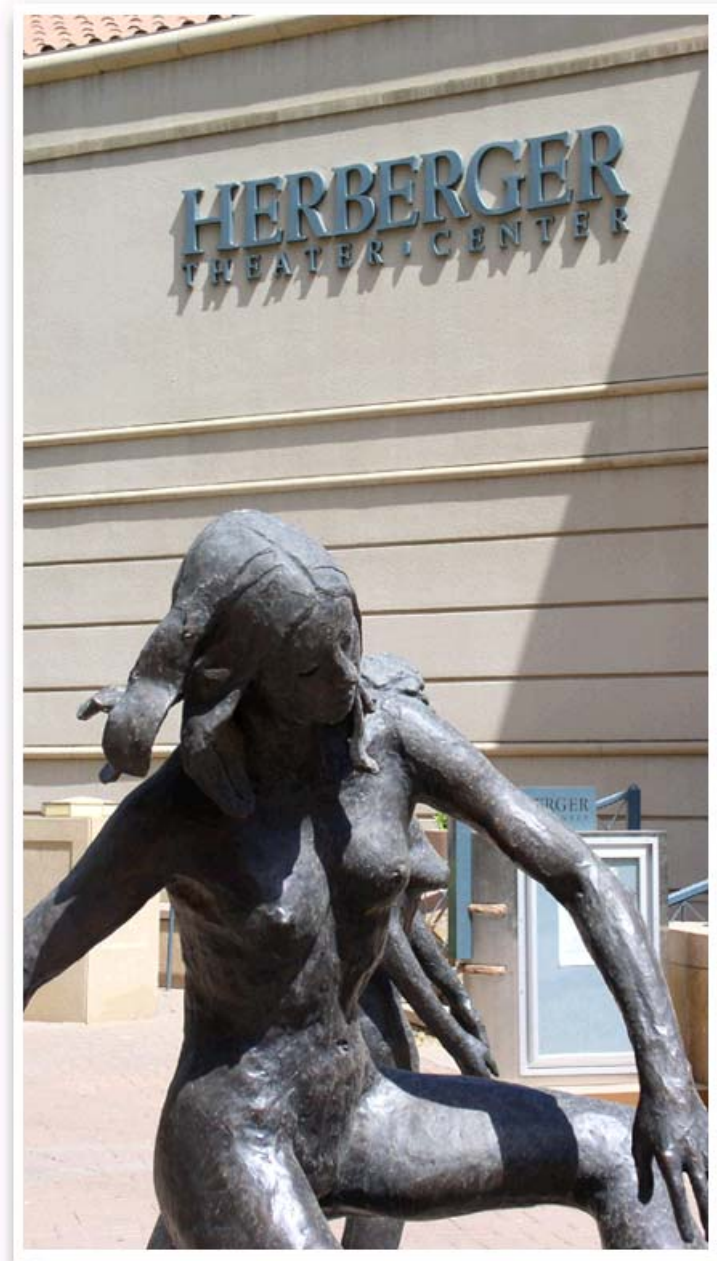
**"Innovation distinguishes  
between a leader and a  
follower."**

**Steve Jobs  
iCEO Apple Computer**



# Events

- MED Week 2007 52
- September 2007 ASU Downtown Jazz Lecture with Nick Colionne 54
- October 2007 ASU Downtown Jazz Lecture with Impromptu 56





Cox Vice President Steve Rizley Speaks at the 2006 MED Week Breakfast

## MED Week 2007

AMBEC Celebrates its 10th MED Week Anniversary

-Alika Kumar, Director, Arizona Minority Business Enterprise Center

Since 1983, when President Reagan proclaimed a National MED week observance, the Minority Business Development Agency (MBDA) has been celebrating a legacy of innovation and competitiveness through its annual Minority Enterprise Development (MED) Week conferences. These conferences are the largest federally sponsored activities held on behalf of the minority business enterprises (MBEs).

While the National MED Week celebrates its 25th Anniversary this year, the Arizona Minority Business Enterprise Center (AMBEC) will celebrate its own 10th Anniversary MED Week Awards luncheon on July 13, 2007. This event recognizes the achievements of MBEs and the efforts of corporations and other institutions that actively support the minority business community in Arizona. Awards will be given to outstanding companies in Retail, Manufacturing, Services, Supply/Distribution, Construction and Technology. We will also recognize corporations that support minority businesses as well as individuals that advocated actively on behalf of MBEs. We will also highlight our "Hall of Fame" that includes MED Week winners since 1998.

AMBEC does not claim to be a miracle worker, but we can help those companies who are serious about their growth. We do so by conducting a candid assessment of their business and recommending growth strategies; lobbying on their behalf; assisting them in finding funding and procurement opportunities; and facilitating partnerships and joint ventures to meet their goals for growth.

In 1969 when President Nixon established the Office of Minority Business Enterprise under Executive order, there were a total of 300,000 MBEs in the U.S. As of 2002, there are at least 4.1 million minority firms in the U.S. According to the 2002 Survey of Business Owners, minority-owned firms generated \$668 billion in annual sales and employed about 4.7 million people in 2002.

AMBEC recognizes the challenges faced by MBEs in this new economic environment. We assist MBEs to come up with creative solutions and to think on a grander scale. Our objective is to be instrumental in helping Arizona's MBEs gain parity and increase their company's sustainability in a global economy. Since 1997, minority business have grown at a rate higher than the national average for all U.S. firms, however, the gap in annual gross receipts is wider when compared to the share of the minority population. AMBEC is actively engaged in assisting every MBE client take a proactive role in taking charge of their destiny by facilitating opportunities through financing, strategic alliances, and access to the marketplace. In harmony with MBDA's vision, we now offer assistance in international business development so that MBEs can provide creative solutions to global challenges.

This year AMBEC invites you to join us in celebrating the successes of minority-owned businesses and those that support them. In 2002, the 58,552 minority-owned firms generated \$7.3 billion dollars in revenue. The achievements of our award winners contributed to those results. Now, that's something to celebrate! *NxT*

Contact Links:

<http://www.azmbec.com/>



## Boeing's Plastic Greenliner

The sleek airliner above is the new Boeing 787. It is the most successful airliner ever launched. More than 600 have already been sold and it hasn't even flown yet. Why? Because when it does get in the air later this summer it will get 20% better fuel mileage than its predecessor or current competitors. How? New engines, great aerodynamics and its made out of plastic. Join us in September 2007 for **Going Green**.

Going Green. September 2007



# Nick Colionne

NxT Event  
ASU Downtown  
“Business of Jazz”

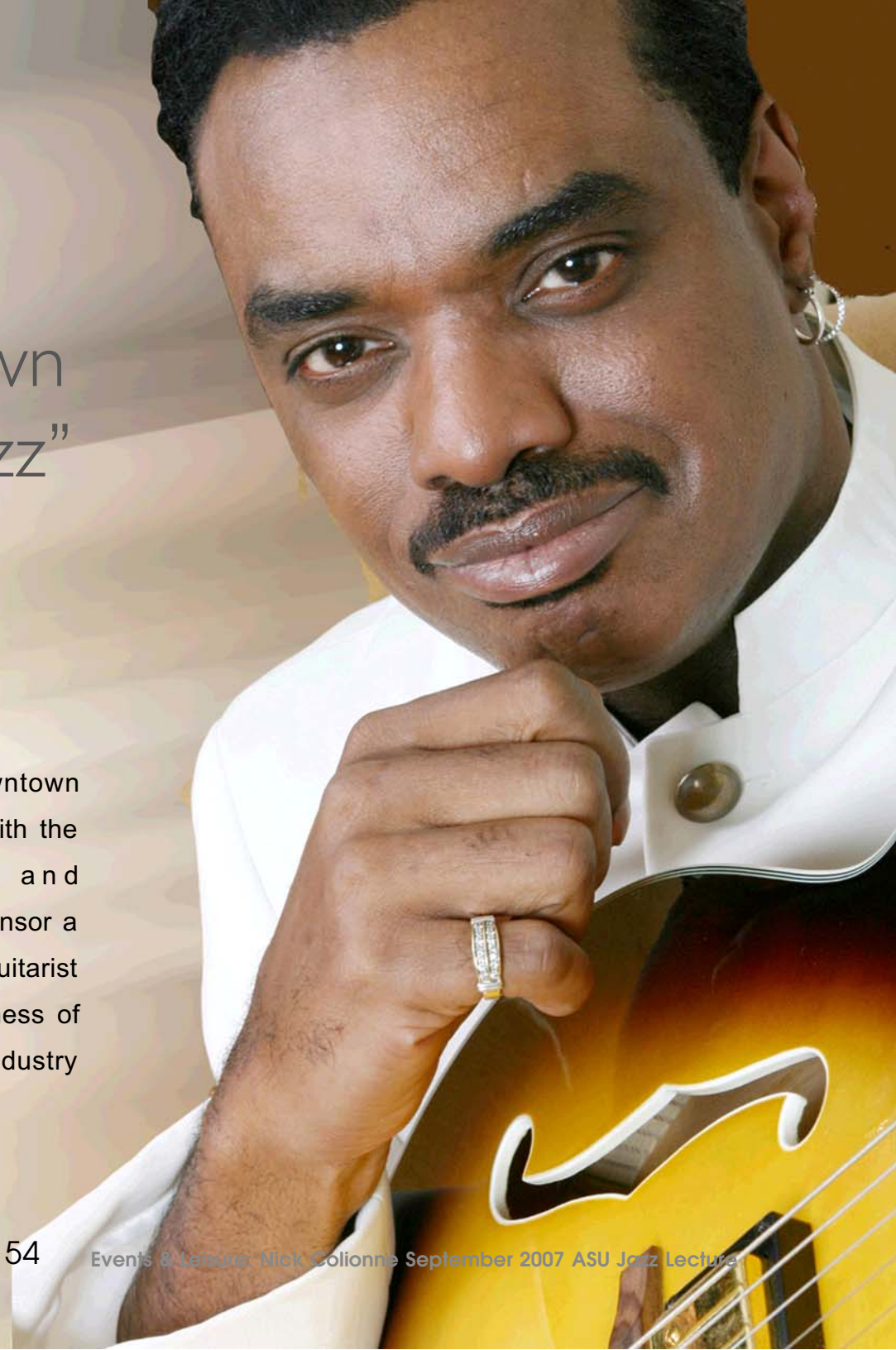
Lecture 2

September 5th, 2007

12:00 Noon

Herberger Theater

Arizona State University's Downtown Phoenix Campus, in conjunction with the Phoenix Brain Team and [NxTHorizon.com](http://NxTHorizon.com), is proud to sponsor a free lecture by international jazz guitarist Nick Colionne entitled "The Business of Jazz" with special guest, jazz industry manager Carol Ray.





**C**hicago-based Colionne, a professional jazz guitarist who began his career at age 15, has a musical style that truly pushes the envelope of what is accepted as "normal jazz".

Colionne says his philosophy is "you have to go back to the people who created the music to learn." He sees jazz as a sophisticated musical form that allows him to shine by playing edgy music with few restrictions.

After exploring different areas of music including rock, blues, rhythm and blues and heavy metal, Colionne eventually came back to his true musical passion - jazz. Colionne is still able to incorporate various other styles of music into his jazz style, which critics have described as "a jazzy R&B sound, with a real funky edge and a pure tone."

A wiz on the guitar, Colionne believes in telling musical stories by speaking with his instrument. He has written pieces for notable artists including Natalie Cole and Johnny Mathis and has always been described as a unique artist. After various roles in the music business, Colionne now owns and operates a production/management company called On the Edge Production. Colionne strongly feels that without his own "persistence, belief and personal integrity he would not have been able to achieve the success he has today."

Colionne also shares his success with others. After many years of donating time and musical instruments to underprivileged children, Colionne's dream is to launch a school where underprivileged children can learn all types of music for free. As a result of Colionne's volunteerism with the Chicago Jazz Center, various artists have appeared to speak and encourage musically inclined children to go into careers in the entertainment industry.

Colionne's manager, Carol Ray, will also augment his talk on "The Business of Jazz." Ray hopes that some day Nick is awarded a Grammy, but for now Colionne's jazz business is focused on collaborating with other artists and playing the music he loves.

Arizona State University Downtown Phoenix Campus was launched in the fall of 2006 and is home to more than 6,000 students. Downtown Phoenix campus officials are proud to present such a highly respected jazz guitarist as Nick Colionne.

WHO: Famed jazz Guitarist Nick Colionne with Manager Carol Ray present "The Business of Jazz"

WHEN: Wednesday Sept. 5, noon to 2 p.m.

WHERE: Herberger Theater, 222 E. Monroe St., Phoenix

**ADMISSION:** Free to the public

**CONTACT:** Jessica Florez-Lieb  
ASU Downtown Phoenix campus  
(602)-549-4034

Dr. George B. Brooks, Jr.  
Phoenix Brain Team -  
[NxTHorizon.com](http://NxTHorizon.com)  
(602) 363-1677

# Imprompt2

NxT Event

ASU Downtown Jazz Lecture 3

October 10th, 2007

12:00 Noon

Herberger Theater

by: Hassan Abdul Kareem AKA Brotha' Love

Once again, this is Brotha' Love coming at ya from the increasingly hot AZ. Our October 2007 guests for the ASU Jazz Lecture Series is the hot young jazz band Imprompt2. Just out of the studio, I had the chance to sit down with them to discuss their recent and upcoming projects. Enjoy.

Unique, distinctive, singular, peerless. Four words that come close to describing the art of Imprompt2. The brainchild of the multi-talented, multi-faceted musical partners, Johnny ("Johnny B") Britt and Sean ("Sean E. Mac") Thomas whose combination of jazz, soul and rap have set them apart from virtually any other contemporary duos, or groups. Since the release of their acclaimed 1995 MoJazz debut ("You're Gonna Love It"), Imprompt2 has been building a global following of music lovers who appreciate the smooth and memorable grooves along with the sensual slow jams that are at the core of the team's artistry.





Three albums after that initial outing, Impromptu2 is back with a new collection of music that will satisfy listeners worldwide who have long appreciated the duo's musicality while winning over new converts to this one-of-a-kind team's soulful sound. Released on its own JCS Records, IT'S ALRIGHT offers eleven new Impromptu2 compositions, a brilliant rendition of Marvin Gaye's "You Sure Love To Ball" and a distinguished all-star cast of special guests including Take 6, Boney James, Marcus Miller, George Duke, Norman Brown, Harvey Mason, Paul Jackson Jr. and Wayman Tisdale.

Explains Sean, "This album represents our evolution as recording artists. We were getting to know each other when we were making the first record, creating the Impromptu2 sound. Our second MoJazz album (1997's 'Can't Get Enough') was influenced by Motown who wanted us to do a more 'commercial' kind of record. 'Definition Of Love' (released in 2003 on the independent Big 3 label) took us back to what we did with the first one and while we were very happy with the direction of it, it didn't get the exposure we'd hoped for. We took a break to spend time with our families, to work on other musical projects. We got back together in late 2006 to begin writing songs and recording this new album."

Adds Johnny, "For this record, we're absolutely on the same page, spiritually, mentally, musically. What I mean is that when we first met in 1993, we thought it would be really special to do something together, to create something unique that would be a combination of the spoken word, R&B and jazz. The raw and natural chemistry we started with has been developing, being refined and now we instinctively know each other musically. I'd say we've both matured in many ways, as men, as people. Making IT'S ALRIGHT has been really beautiful: the ideas have been flowing, we put our blood, sweat and tears into it and now it's extremely exciting to be doing this on our own label, without any pressure, taking our time to let it happen."

The mesmerizing "I Wanna Know" (featuring renowned guitarist Norman Brown and Herman Jackson on fender rhodes) reflects, Impromptu2's commitment to musical excellence. Explains Sean, "We wanted to revisit the "feel good" sound of "Summer Nights" which was one of the most popular tracks on our first album. Steve ("The Scotsman") Harvey who produced that first CD is on it along with musicians like Ndugu Chanler and Sekou Bunche."

After auditioning nearly fifty people, Johnny, who spent three years as musical director for the legendary Temptations, found the perfect musical partner in Sean Thomas, an L.A. native whose early musical influences ranged from The Treacherous Three and Rakim to Stevie Wonder, Prince and Michael Jackson and also included the lyrical poetry of smooth jazz artist Michael Franks. With his brother, Sean formed the group Rappinstine (signed to Ruthless Records) before meeting Johnny (whose credits also included background vocals on Luther Vandross' "Songs" album and an appearance in David Bowie's "Black Tie White Noise" video, syncing parts originally played by the late, great Lester Bowie a friend).

As Imprompt2, Johnny and Sean were among the first artists signed to the then-fledgling MoJazz label and with the release of 1995's "You're Gonna Love It," the duo established their distinctive sound, thanks to positive response to cuts like "Enjoy Yourself," "Get Me Off" and "Summer Nights." An instrumental version of the latter was embraced at NAC, Quiet Storm and smooth jazz radio formats, significantly broadening their audience.

Following the 1997 release of Imprompt2's sophomore album, "Can't Get Enough" (which included production by Eddie F, Big Bub, and Harvey Mason Jr.), MoJazz folded while Imprompt2 continued performing before former President Bill Clinton at the White House and participating in the 1996 Olympics in Atlanta. In between visits to the U.K., the Netherlands, The Bahamas and St. Lucia, the duo performed at various venues in the U.S. including The Essence Music Festival and Magic Johnson's Mardi Gras.

The release of the group's third album, "Definition Of Love" represented a welcome return to the marketplace and now, the 2007 release of IT'S ALRIGHT is sure to please longtime supporters of this pioneering musical group. In the drivers' seat with the creation of their own JCS label, Johnny and Sean see unlimited possibilities with the concurrent release of a jazz version of the new album. "We want to show that we can do it all," both multi-talented men agree. Indeed with its trademark smooth grooves, Imprompt2's latest work continues the tradition the duo established back in '95, providing tasteful music that brings together the very best in jazz, rap and R&B, presented track by track, with soulful excellence. **NxT**

[Imprompt2 continued on page 59](#)




## Your Car is Solar Powered

I'm not kidding. Energy can not be created or destroyed, just converted. The energy in the gasoline in your tank was captured by plants that died 400 million years ago and over time were converted to oil. However, we can now do the same thing in 6 months with ethanol made from corn and biodiesel made from soybeans. Join us in September 2007 for **Going Green.**



**Going Green. September 2007**

A man with short dark hair and a goatee, wearing a dark leather trench coat, is playing a brass trumpet. He is looking down at the instrument. The background is dark and out of focus.

Imprompt2 continued from page 58

# Imprompt2

Sound Clips from their  
New Album:

“It’s Alright”

(click on title below to listen)

Mojazz (With George Duke)

It’s Alright

Dance With U

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## Innovation Economy

### Definitions:

Globalization: A set of processes leading to the integration of economic, cultural, political, and social systems across geographical boundaries.

Innovation: Introduction of a new idea into the marketplace in the form of a new product or service or an improvement in organization or process.

Ingenuity: The application of ideas to solve practical social and technical problems.

Knowledge Economy: An economy characterized by the recognition of knowledge as a source of competitiveness, the increasing importance of science, research, technology and innovation in knowledge creation, and the use of computers and the Internet to generate, share and apply knowledge.

Outsourcing: The concept of taking internal company functions and paying an outside firm to handle them.

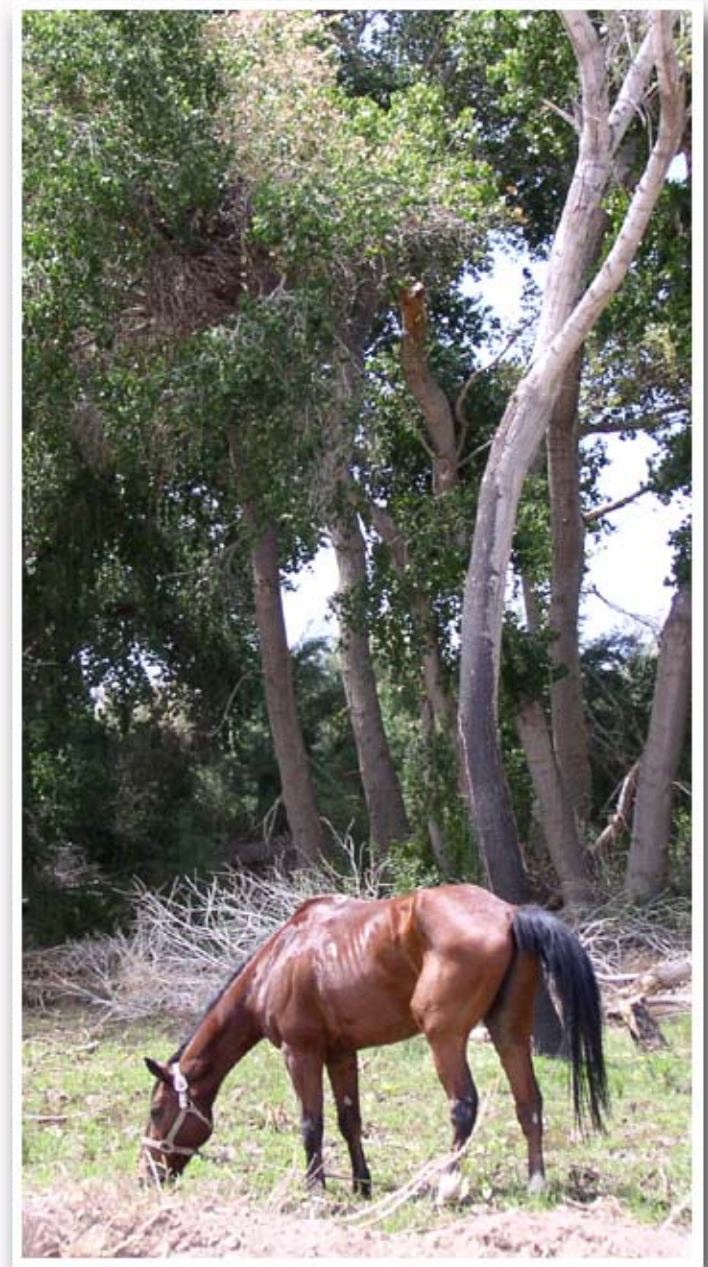
Tradable: A good service or job capable of being traded among countries.



NxT Edition: September 2007

# Going Green!

-  Podcast Sid Wilson speaks on new water agreement 61





For additional background comments by CAP manager Sid Wilson from the March 2005 edition of The Ebony Cactus and additional podcasts, click on the image above to download.

## Going Green: Coming September 2007 NxT Horizon Magazine



## Podcast: Environmental Groups and Water Managers Cooperate on Testing of the Yuma Desalter

Central Arizona Project manager Sid Wilson last spoke to us regarding water in the March 2005 edition of The Ebony Cactus magazine (see caption to left for additional information.). Since time however, the deepening of the drought has made the availability of water even more critical. Currently a great deal of water from Arizona is discharged into a desert region just south of the Arizona border. This salty undrinkable, unusable water however, has created a lush oasis now called the Cieniga DeSanta Clara that has become one of the last remaining refuges of several endangered species of birds.

In an effort to recover this wasted water, it has been proposed that the long moth-balled Yuma desalting plant be restarted. To do so would provide Arizona with thousands of extra acre feet of valuable clean water. To do so however, could destroy the Cieniga. In a landmark effort of cooperation, water managers lead by Sid Wilson and Environmental Groups have cooperated in drafting a set of solutions that could preserve the Cieniga while increasing Arizona's supply of critically needed water.

[Click on CAP logo to listen to podcast.](#)

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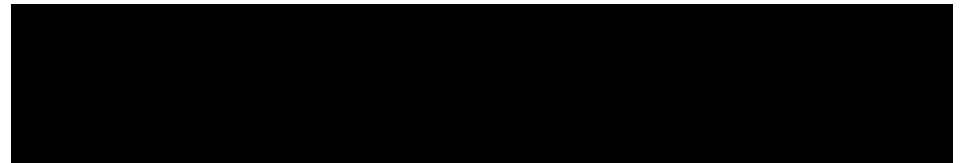
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