

AFRICAN AMERICAN ENTREPRENEURS IN PALM BEACH COUNTY

STRAND D ECONOMICS			
INFUSION POINT	BENCHMARKS	REFERENCES	SUNSHINE STATE STANDARDS
<p>African American Entrepreneurs (1935 to the Present)</p>	<p>D.1. Understand all of the financial factors involved in careers, investing, savings, producing, and consuming as regard motivation for various choices.</p> <p>D.7. Understand how economic performance is related to basic terms and indicators in the traditional business cycle.</p>	<p style="text-align: center;">PERSONAL INTERVIEWS</p> <p>Akbar of <u>"Pyramid Books"</u>, Boynton Beach, FL., June 1999.</p> <p>Dr. Barnes of <u>"The Fifth Avenue Pharmacy"</u>. Delray Beach, FL., June 1999.</p> <p>Blaise-Sapp, Ketley of <u>"Can We Talk? Inc. Translation Services"</u>. West Palm Beach, FL., June 1999.</p> <p>Mr. Drayton of <u>"The African American Heritage Bookstore and Art Center"</u>. West Palm Beach, FL., June 1999.</p> <p>Estime, Debbie of <u>"Music Unlimited"</u>. Delray Beach, FL., June 1999.</p> <p>Dr. Catherine Lowe. West Palm Beach, FL., June 1999.</p> <p>Mr. McCray of <u>"McCray's Restaurant"</u>. Boynton Beach, FL., June 1999.</p>	<p>SS.D.1 SS.D.2</p>
			<p style="text-align: center;">GOAL 3 STANDARDS</p> <p>3.1 Information Managers</p> <p>3.2 Effective Communicators</p> <p>3.3 Numeric Problem Solvers</p> <p>3.4 Creative and Critical Thinkers</p> <p>3.5 Responsible And Ethical Workers</p> <p>3.6 Resource Managers</p> <p>3.7 Systems Managers</p> <p>3.8 Cooperative Workers</p> <p>3.9 Effective Leaders</p> <p>3.10 Multiculturally Sensitive Citizens</p>

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African American Entrepreneurs (1935 to the Present)	<p>D.1. Understand all of the financial factors involved in careers, investing, savings, producing, and consuming as regard motivation for various choices.</p> <p>D.7. Understand how economic performance is related to basic terms and indicators in the traditional business cycle.</p>	<p style="text-align: center;">PERSONAL INTERVIEWS</p> <p>Muhamamed, Carl of <u>“Superstation Hair Design” and “Black Youth Enrichment Association”</u>, West Palm Beach, FL., June 1999.</p> <p>Peterson, Anthony of <u>“Anthony Peterson’s Swedish Massage, Reflexology, and Aroma Therapy”</u>. June 1999.</p> <p>Pugh, Bernice, <u>“Community Cleaners”</u>, West Palm Beach, FL, June 1999.</p> <p>Reddick, Rosetta. <u>Teacher of Palm Beach County School District</u>. June 1999.</p> <p style="text-align: center;">TEXTBOOK REFERENCE</p> <p>McWhorter, Abner. <u>An Introduction to Business for African American Youth</u>. Expression Publishing, Detroit, M.I., 1995.</p>	<p>SS.D.1 SS.D.2</p> <div style="border: 1px solid black; background-color: #cccccc; padding: 2px; text-align: center; margin: 5px 0;">GOAL 3 STANDARDS</div> <p>3.1 Information Managers 3.2 Effective Communicators 3.3 Numeric Problem Solvers 3.4 Creative and Critical Thinkers 3.5 Responsible and Ethical Workers 3.6 Resource Managers 3.7 Systems Managers 3.8 Cooperative Workers 3.9 Effective Leaders 3.10 Multiculturally Sensitive Citizens</p>

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GOAL: To have the students perceive the importance of African American entrepreneurs in Palm Beach County

INFUSION POINT	OBJECTIVES
<p>African American Entrepreneurs (1935 to the Present)</p>	<p>Students will be able to:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> evaluate the role of African American entrepreneurs in Palm Beach County. <input checked="" type="checkbox"/> analyze the types of business services that African Americans offer to consumers. <input checked="" type="checkbox"/> examine basic economic concepts and apply them to African American businesses that are thriving today.

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INFUSION POINT	CULTURAL CONCEPTS / INFORMATION
<p>African American Entrepreneurs (1935 to the Present)</p>	<p>An African American entrepreneur is a person who organizes, manages, and assumes the risks of a business or enterprise.</p> <p>Many African American entrepreneurs start out small and develop their initial ideas into large successful ventures.</p> <p>One example of a successful entrepreneur is Mr. Wally Amos. Mr. Amos is a well-known African American entrepreneur from Florida. He was born in Tallahassee and was the founder of “Famous Amos Cookies”. Mr. Amos wrote an autobiography entitled, <u>The Famous Amos Story, The Face that Launched a Thousand Chips</u>. He has also co-authored other books and is a motivational speaker nationwide.</p> <p>In this unit you will be introduced to African Americans in our local community (Palm Beach County), who have developed and implemented their own businesses. Each successful business has certain unique qualities and common practices that successful business persons must employ. African American entrepreneurs are laying the foundation for strong, healthy communities in which each individual has the opportunity to contribute to the economic and business life of the community.</p>

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INFUSION POINT	CULTURAL CONCEPTS / INFORMATION
<p>African American Entrepreneurs (1935 to the Present)</p>	<p>The following businesses have been profiled in this unit:</p> <ul style="list-style-type: none"> ➤ “Superstation Hair Design” and “Black Youth Enrichment Association”. ➤ “Pyramid Books”. ➤ “Faith Deliverance Baptist Church”, FKA*, “Trouble’s Beer and Wine Garden” ➤ “Anthony Peterson’s Swedish Massage, Reflexology, and Aroma Therapy” ➤ “McCray’s Restaurant”. ➤ “Fifth Avenue Pharmacy”. ➤ “African American Heritage Bookstore and Art Center”. ➤ “Can We Talk? Inc. Translation Services”. ➤ “Music Unlimited”. ➤ “Catherine Lowe, M.D.” ➤ “Community Cleaners” <p>**Formerly known as</p>

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INFUSION POINT	INTERVIEW WITH AFRICAN AMERICAN BUSINESS OWNERS
<p>African American Entrepreneurs (1935 to present)</p>	<p style="text-align: center;">“SUPERSTATION HAIR DESIGN” and “BLACK YOUTH ENRICHMENT ASSOCIATION”</p> <p>WHAT ARE THE NAMES OF YOUR BUSINESSES?</p> <p>“Superstation Hair Design” and “Black Youth Enrichment Association”</p> <p>Owner: Carl Muhamamed</p> <p>HOW WERE THE NAMES OF YOUR BUSINESSES SELECTED?</p> <p>My father worked with the railroad, so I chose “Superstation” for my barbershop.</p> <p>Regarding the “Black Youth Enrichment Association”, the name was decided by eight (8) African American men who wanted to assist the youth in the community.</p> <p>DURATION OF BUSINESSES:</p> <p>26 years; 17 years at present location</p> <p>HOW DID YOU GET STARTED?</p> <p>My best friend’s father was a barber. His dad tried to teach him the barber trade, but I was the one who absorbed the knowledge and art.</p>

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INFUSION POINT	INTERVIEW WITH AFRICAN AMERICAN BUSINESS OWNERS
<p>African American Entrepreneurs (1935 to present)</p>	<p>DID YOU RECEIVE ANY FINANCIAL ASSISTANCE TO START THE BUSINESSES?</p> <p>No. I used my personal savings and my wife's. Although my wife was vice-president of the Urban League at that time, we were still unsuccessful in getting financial assistance.</p> <p>WHAT PRODUCTS/SERVICES DO YOUR BUSINESSES PROVIDE?</p> <p>Haircuts, motivational tapes and videos.</p> <p>WHAT ROLES DO YOUR BUSINESSES PLAY IN THE ECONOMY OF PALM BEACH COUNTY?</p> <p>Employing people and educating the community. I play motivational videos while attending to clients. African Americans spend their money at my barbershop, and I spend my money with other African American organizations in the community.</p> <p>HOW MANY EMPLOYEES?</p> <p>4 full-time. During the summer months, I employ additional help.</p> <p>WHICH ADVERTISING MEDIA DO YOU UTILIZE?</p> <p>Word of mouth</p> <p>WHO ARE YOUR REGULAR PATRONS?</p> <p>My customers are African Americans. Although I am trained to do other ethnic groups, it seems that people want barbers from their own ethnicity to do their hair.</p>

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INFUSION POINT

INTERVIEW WITH AFRICAN AMERICAN BUSINESS OWNERS

African American
Entrepreneurs
(1935 to the
Present)

WHAT CHALLENGES HAVE YOU ENDURED?

I pay my taxes, although, there are no significant contributions to my community from city and state governments in terms of infrastructure, improvement, repairs, etc.

WHAT ARE YOUR BEST EXPERIENCES?

I have had the opportunity to work with County Commissioner Maude Ford Lee, Congressman Hastings, the Palm Beach County School Board, City Commissioners and other city officials throughout Florida.

HOW CAN THE COMMUNITY (AFRICAN AMERICANS, HISPANICS, EUROPEAN AMERICANS, ETC.) BETTER SUPPORT YOUR BUSINESSES?

My clientele are African Americans. I look for support from my neighborhood.

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INFUSION POINT	INTERVIEW WITH AFRICAN AMERICAN BUSINESS OWNERS
<p>African American Entrepreneurs (1935 to present)</p>	<p>WHAT ADVICE WOULD YOU GIVE TO AFRICAN AMERICAN YOUTHS WHO WANT TO START THEIR OWN BUSINESSES?</p> <ul style="list-style-type: none"> ➤ Set goals. ➤ Utilize some form of guidelines to measure their achievement. ➤ Base their businesses in relation to their communities. ➤ Assist in saving their communities. ➤ Learn to think differently as they enter the new millenium. ➤ Realize that to a large extent, they have been mis-educated about themselves and their culture and they must strive to learn more about their culture and seek to offer something to their communities. <p>INTERVIEWERS: LANA E. SPENCE AND TERRENCE RICH</p>

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INFUSION POINT	INTERVIEW WITH AFRICAN AMERICAN BUSINESS OWNERS
<p>African American Entrepreneurs (1935 to present)</p>	<p style="text-align: center;">“PYRAMID BOOKS”</p> <p>WHAT IS THE NAME OF YOUR BUSINESS?</p> <p>“Pyramid Books”</p> <p>Owner: Akbar</p> <p>HOW WAS THE NAME OF YOUR BUSINESS SELECTED?</p> <p>I chose the name to represent the kind of business I was doing. A lot of people are not aware that the pyramids are a part of Africa, so the name is to emphasize that there are Afrocentric materials at the bookstore.</p> <p>DURATION OF BUSINESS:</p> <p>6 years</p> <p>HOW DID YOU GET STARTED?</p> <p>Basically, I started by retailing books out of the back of my car, at different festivals, events, book clubs and study groups. Then, I decided to take it to another level.</p> <p>DID YOU RECEIVE ANY FINANCIAL ASSISTANCE TO START YOUR BUSINESS?</p> <p>No. I used my personal savings.</p>

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INFUSION POINT	INTERVIEW WITH AFRICAN AMERICAN BUSINESS OWNERS
<p>African American Entrepreneurs (1935 to the Present)</p>	<p>WHAT PRODUCTS/SERVICES DO YOUR BUSINESS PROVIDE?</p> <p>Books, greeting cards, statues, figurines, tapes, videos, oils, incense, drums, shakerees, some jewelry and the book club.</p> <p>WHAT ROLE DOES YOUR BUSINESS PLAY IN THE ECONOMY OF PALM BEACH COUNTY?</p> <p>Employing people; educating the community on different cultural aspects of the African Diaspora.</p> <p>HOW MANY EMPLOYEES?</p> <p>3; 1 full-time, 2 part-time</p> <p>WHICH ADVERTISING MEDIA DO YOU UTILIZE?</p> <p>Radio, local newspapers, some television. I do a lot of advertising using local organizations. We send out newsletters through the mail and faxes. We also have sponsorships.</p> <p>WHO ARE YOUR REGULAR PATRONS?</p> <p>Most of my customers are from the African Diaspora: African Americans, Jamaicans, Haitians and people from other Caribbean islands. 70% of my customers are female – between the ages of 35 and 45. We do business with children and with various organizations.</p> <p>WHAT ARE YOUR BEST EXPERIENCES?</p> <p>The opportunity to meet a lot of great people; to work with a lot of organizations; to sponsor a lot of groups and to work with a lot of community-based organizations. We get a pretty good knowledge of what is happening in the business of literacy.</p>

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INFUSION POINT	INTERVIEW WITH AFRICAN AMERICAN BUSINESS OWNERS
<p>African American Entrepreneurs (1935 to present)</p>	<p>HOW CAN THE COMMUNITY (AFRICAN AMERICANS, HISPANICS, EUROPEAN AMERICANS, ETC.) BETTER SUPPORT YOUR BUSINESS?</p> <p>In terms of support, basically, only those from the African Diaspora currently support my business.</p> <p>WHAT ADVICE WOULD YOU GIVE TO AFRICAN AMERICAN YOUTHS WHO WANT TO START THEIR OWN BUSINESSES?</p> <ul style="list-style-type: none"> ➤ Make sure they do research to see if there is a need for the business. ➤ Ask themselves how important it is to do the business and the reasons for doing the business. ➤ Make sure that they establish short term and long-term goals. ➤ Talk to others who are already in the business. ➤ Have a business plan. <p>INTERVIEWER: LANA E. SPENCE</p>

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INFUSION POINT

INTERVIEW WITH AFRICAN AMERICAN BUSINESS OWNERS

African American
Entrepreneurs
(1935 to
present)

“FAITH DELIVERANCE BAPTIST CHURCH” FKA “TROUBLE’S BEER AND WINE GARDEN”

Note: The former owner of the businesses below is now deceased. This interview was held with his niece.

WHAT WERE THE NAMES OF THE ESTABLISHMENTS?

“Faith Deliverance Baptist Church,” formerly known as, “Trouble’s Beer and Wine Garden”.

Deceased Owner: Trevor Livingston Thurston

Interviewee: Rosetta Reddick

HOW WERE THE NAMES OF THE ESTABLISHMENTS SELECTED?

My uncle, Trevor Livingston Thurston, started his lounge business on Rosemary Ave. Everyone called him “Trouble” instead of Trevor and so the lounge became known as “Trouble’s Beer and Wine Garden”. When he changed the lounge into a church in the 1970’s. “Faith Deliverance Baptist Church” was selected because of his strong faith in God.

DURATION OF BUSINESSES:

My mother’s brother, Trevor Livingston Thurston, was among the many African Americans who owned lounges in West Palm Beach, Florida in the 1930’s. The lounge became a church in the 1970’s.

HOW DID HE GET STARTED?

Uncle Trevor started his lounge business when he was in his twenties. He started the church with the help of his sister, Evangelist Myrtle Milligan.

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DID HE RECEIVE ANY FINANCIAL ASSISTANCE?

He began his lounge business by taking what little money he had and saving it to buy the property. His sisters assisted him by working for little or no pay. Although he never learned to read or write, his knowledge of economics helped him to become a very successful businessman.

Uncle Trevor was a very good actor and solicitor. Many European Americans assisted him with loans and with the handling of his business paperwork.

WHO WERE THE EMPLOYEES?

His sisters worked in the lounge, as well as others, as needed.

WHAT ADVERTISING MEDIA WAS UTILIZED?

Word of mouth

WHO WERE THE REGULAR PATRONS?

African Americans

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WHAT CHALLENGES DID THE BUSINESSES ENDURE?

When he was asked to sell his property to the city in the 1970's, he refused. Other African American business owners on Rosemary Avenue from 2nd to 11th Streets sold their properties. All of the land around his place was sold and the buildings were cleared. He was alone, but determined to keep what he had struggled to obtain. He was featured in the newspaper for his fight to help senior citizens keep their homes and not be forced out because of bureaucratic problems. Many times, when driving along Rosemary Avenue and Second Street during the 1970's and early 1980's, Uncle Thurston could be seen slumped over in a chair, seemingly asleep, but he was actually watching his building. He decided to buy more property on 2nd Street West where he built another church. Around this time, he decided to sell his previous property to the city. Today, this property is an enclosed city parking building.

The new church, with living quarters, was built at the corner of 2nd Street and Rosemary. The building is still intact today.

WHY AND WHEN DID THE LOUNGE BUSINESS BECOME A RELIGIOUS INSTITUTION?

In the 1970's, "Troubles Beer and Wine Garden" assumed a new name, new focus and new goals. It became "Faith Deliverance Baptist Church". It was founded by Reverend Trevor Livingston Thurston. The pastor was his sister, Evangelist Myrtle Milligan. Rev. Trevor Livingston Thurston served as co-pastor.

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Rev. Thurston was a strong advocate of good manners. He supported high school education and dedication and service to God. Rev. Thurston was now able to go to Miami and other nearby cities, and with genuine enthusiasm, promote both civic and religious responsibilities.

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INFUSION POINT	INTERVIEW WITH AFRICAN AMERICAN BUSINESS OWNERS
<p>African American Entrepreneurs (1935 to present)</p>	<p>“ANTHONY PETERSON’S SWEDISH MASSAGE, REFLEXOLOGY AND AROMA THERAPY”</p> <p>WHAT IS THE NAME OF YOUR BUSINESS?</p> <p>“Anthony Peterson’s Swedish Massage, Reflexology and Aroma Therapy”</p> <p>Owner: Anthony Peterson</p> <p>HOW WAS THE NAME OF YOUR BUSINESS SELECTED?</p> <p>I named it simply because it is self-explanatory.</p> <p>DURATION OF BUSINESS:</p> <p>Since 1994.</p> <p>HOW DID YOU GET STARTED AND DID YOU RECEIVE ANY FINANCIAL ASSISTANCE TO START THE BUSINESS?</p> <p>I built my own capital by saving all of my money over several years. The most important piece of equipment, my massage table, was a graduation gift from a friend, Wesley Snipes.</p> <p>WHAT PRODUCTS/SERVICES DOES YOUR BUSINESS PROVIDE?</p> <p>I provide therapeutic massage and reflexology therapy along with aromatherapy. I go to my clients’ homes for their convenience. Stress related problems, arthritic conditions, and injuries from accidents are the primary reasons that people seek my services.</p>

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INFUSION POINT	INTERVIEW WITH AFRICAN AMERICAN BUSINESS OWNERS
<p>African American Entrepreneurs (1935 to present)</p>	<p>WHAT ROLE DOES YOUR BUSINESS PLAY IN THE ECONOMY OF PALM BEACH COUNTY?</p> <p>When people support my business and other African American establishments, the economic stability of African Americans in general, becomes more stable. We are able to start, and maintain, more businesses; employ other African Americans; and boost our financial gain and economic independence in the community.</p> <p>HOW MANY EMPLOYEES?</p> <p>Currently, I work independently. I am working towards expanding my business so that I will be able to add other licensed African American therapists.</p> <p>WHICH ADVERTISING MEDIA DO YOU UTILIZE?</p> <p>I advertise in various local papers and place my business cards and fliers in local businesses. Word of mouth has been an extremely effective advertising medium.</p> <p>WHO ARE YOUR REGULAR PATRONS?</p> <p>I have a mixture of clients. About 35% of my clients are African Americans. The other 65% are European Americans. I have recently made plans to advertise in a local Latin American paper in order to solicit clientele from that culture.</p>

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INFUSION POINT	INTERVIEW WITH AFRICAN AMERICAN BUSINESS OWNERS
<p>African American Entrepreneurs (1935 to present)</p>	<p>WHAT CHALLENGES HAVE YOU ENDURED?</p> <p>My biggest challenge has been lack of support from the African American community. While I do most of my advertising in the African American community, most of my clients are European Americans. I work on a sliding fee scale in order to accommodate a range of budgets and my fees are very reasonable. I honestly feel that negative, preconceived notions about massage, as well as lack of knowledge about the therapeutic benefits of massage have led to lower numbers in clientele.</p> <p>WHAT ARE YOUR BEST EXPERIENCES?</p> <p>Meeting a variety of people. All of my clients are interesting. They include famous people in the entertainment business, as well as everyday people. Having the “King of Kings World Productions” as a regular clients is a great experience.</p> <p>HOW CAN THE COMMUNITY (AFRICAN AMERICANS, HISPANICS, EUROPEAN AMERICANS, ETC.) BETTER SUPPORT YOUR BUSINESS?</p> <p>The African American community must learn the importance of nurturing African American businesses. The fact that most of my clients are European Americans is still shocking to me. We must educate children and adults about the significance of African American businesses to the community. Constant advertising by word of mouth, especially by other African Americans, is a vital key to African American economic success.</p>

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INFUSION POINT	INTERVIEW WITH AFRICAN AMERICAN BUSINESS OWNERS
<p>African American Entrepreneurs (1935 to present)</p>	<p>WHAT ADVICE WOULD YOU GIVE TO AFRICAN AMERICAN YOUTHS WHO WANT TO START THEIR OWN BUSINESSES?</p> <ul style="list-style-type: none"> ➤ Research their area of business choice. ➤ Learn everything possible about the issues involved in pursuing their own businesses. ➤ Understand that planning is the key.

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INFUSION POINT	INTERVIEW WITH AFRICAN AMERICAN BUSINESS OWNERS
<p>African American Entrepreneurs (1935 to present)</p>	<p style="text-align: center;">“McCray’s Restaurant”</p> <p>WHAT IS THE NAME OF YOUR BUSINESS?</p> <p>“McCray’s Restaurant”</p> <p>Owner: Mr. McCray</p> <p>HOW WAS THE NAME OF YOUR BUSINESS SELECTED?</p> <p>I named it after my middle name.</p> <p>DURATION OF BUSINESS:</p> <p>“McCray’s Restaurant” is new. We opened in April 1999.</p> <p>HOW DID YOU GET STARTED AND DID YOU RECEIVE ANY FINANCIAL ASSISTANCE TO START THE BUSINESS?</p> <p>I used my own savings and my 401K investment to start the business.</p> <p>WHAT PRODUCTS/SERVICES DOES YOUR BUSINESS PROVIDE?</p> <p>I sell soul food, dinners and a la carte items: collard greens, ribs, oxtails, macaroni and cheese, potato salad and so forth. We also provide catering services for various events and affairs.</p> <p>WHAT ROLE DOES YOUR BUSINESS PLAY IN THE ECONOMY OF PALM BEACH COUNTY?</p> <p>We provide the above-mentioned services and help to build the economy of the neighborhood.</p>

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INFUSION POINT	INTERVIEW WITH AFRICAN AMERICAN BUSINESS OWNERS
<p>African American Entrepreneurs (1935 to present)</p>	<p>HOW MANY EMPLOYEES?</p> <p>Currently, all employees are family members. We are just getting started, so it is important to put out as little money as possible.</p> <p>WHICH ADVERTISING MEDIA DO YOU UTILIZE?</p> <p>We use the local newspaper, fliers, business cards, and word of mouth.</p> <p>WHO ARE YOUR REGULAR PATRONS?</p> <p>Most of our patrons are African Americans, but we have a significant number of customers who are of Jamaican and Haitian descent as well. A few customers are European Americans.</p> <p>WHAT CHALLENGES HAVE YOU ENDURED?</p> <p>Our challenges are typical to a new business – financing, regulations associated with this type of business endeavor, and establishing a regular clientele.</p> <p>WHAT ARE YOUR BEST EXPERIENCES?</p> <p>Just providing the service that we do and owning our own business are great experiences.</p>

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<p>African American Entrepreneurs (1935 to present)</p>	<p>HOW CAN THE COMMUNITY (AFRICAN AMERICANS, HISPANICS, EUROPEAN AMERICANS, ETC.) BETTER SUPPORT YOUR BUSINESS?</p> <p>Choosing to patronize African American-owned businesses is very important to the success of our establishments. Telling others about our businesses will help us to grow.</p> <p>WHAT ADVICE WOULD YOU GIVE TO AFRICAN AMERICAN YOUTHS WHO WANT TO START THEIR OWN BUSINESSES?</p> <ul style="list-style-type: none"> ➤ Know everything you possibly can about the business you are going into. ➤ Study and plan the business before you get started. It took about two (2) years of researching and planning before I was able to start the business. ➤ Plan and set goals in order to be successful.

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present)

“THE FIFTH AVENUE PHARMACY”

WHAT IS THE NAME OF YOUR BUSINESS?

“The Fifth Avenue Pharmacy”

HOW WAS THE NAME OF YOUR BUSINESS SELECTED?

When I first came to Delray, there was a sundry store named the “Fifth Avenue Sundry”. We purchased that store and just changed it from ‘Sundry’ to ‘Pharmacy’. We have moved twice but kept the name.

DURATION OF BUSINESS:

24 years.

HOW DID YOU GET STARTED AND DID YOU RECEIVE ANY FINANCIAL ASSISTANCE TO START THE BUSINESS?

Everything I have done, I did from my bootstraps. I first got started by borrowing \$16,000 from a local bank. I worked very hard and paid it back and grew from that point.

WHAT PRODUCTS/SERVICES DOES YOUR BUSINESS PROVIDE?

My pharmacy provides prescription drugs, as well as ‘over the counter’ medications. Basic personal and hygienic products are also available. I sell several health products that I created through years of research. These health products are now manufactured, bottled and sold over the counter.

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<p>African American Entrepreneurs (1935 to present)</p>	<p>WHAT ROLE DOES YOUR BUSINESS PLAY IN THE ECONOMY OF PALM BEACH COUNTY?</p> <p>My business is very important to the economy of Palm Beach County. I provide a necessary service to my community and I employ members of the community. My business and other African American businesses help to provide economic stability throughout the county.</p> <p>HOW MANY EMPLOYEES?</p> <p>2 along with myself, making a total of 3.</p> <p>WHO ARE YOUR REGULAR PATRONS?</p> <p>Most of my customers have always been African Americans from the community, right here in Delray. Now that I have moved onto Swinton Avenue, I have more downtown shoppers coming in. I have more European Americans customers now, than ever before.</p> <p>WHAT CHALLENGES HAVE YOU ENDURED?</p> <p>The biggest challenge I have had to face, occurred when I attempted to expand my business. I was limited by local bankers, when they realized how large my plans were. I had the required credentials, credit-wise, to obtain the loan/capital, but at the end of the process, my application for a loan was denied.</p>

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<p>African American Entrepreneurs (1935 to present)</p>	<p>HOW CAN THE COMMUNITY (AFRICAN AMERICANS, HISPANICS, EUROPEAN AMERICANS, ETC.) BETTER SUPPORT YOUR BUSINESS?</p> <p>I have wonderful support here, and I always have. I am aware that many African American businesses do not, but I have had great support from the community.</p> <p>WHAT ARE YOUR BEST EXPERIENCES?</p> <p>Having opened my business, I was able to expand and include a lunch counter with a full kitchen. That was in the original building that we were in. I also received recognition in February 1999, along with the Tuskegee Airmen. We were honored at the same ceremony for our services to the African American community. That was a proud time!</p> <p>WHAT ADVICE WOULD YOU GIVE TO AFRICAN AMERICAN YOUTHS WHO WANT TO START THEIR OWN BUSINESSES?</p> <ul style="list-style-type: none"> ➤ Be prepared. ➤ Know the business you are going into because it is hard enough to stay in business even when you know what you are doing. ➤ Understand that the business will take time to grow. Go into business knowing that your business is not going to start from the top.

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INFUSION POINT	INTERVIEW WITH AFRICAN AMERICAN BUSINESS OWNERS
<p>African American Entrepreneurs (1935 to present)</p>	<ul style="list-style-type: none"> ➤ Expect gradual yearly increases. ➤ Have a commodity or service that people need. ➤ Have the right attitude. ➤ The main thing to remember is that a business goes where it is invited, and stays there as long as it is appreciated.

AFRICAN AMERICAN ENTREPRENEURS IN PALM BEACH COUNTY

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INFUSION POINT	INTERVIEW WITH AFRICAN AMERICAN BUSINESS OWNERS
<p>African American Entrepreneurs (1935 to present)</p>	<p>“THE AFRICAN AMERICAN HERITAGE BOOKSTORE AND ART CENTER”</p> <p>WHAT IS THE NAME OF YOUR BUSINESS?</p> <p>The African American Heritage Bookstore and Art Center</p> <p>Owner: Mr. Drayton</p> <p>HOW WAS THE NAME OF YOUR BUSINESS SELECTED?</p> <p>I bought into the business, so I do not know how the name was chosen. Mrs. Anderson originally established the business in 1991. It was her desire and dream. She passed away in 1992 and her husband inherited the business.</p> <p>DURATION OF BUSINESS:</p> <p>6 years</p> <p>HOW DID YOU GET STARTED?</p> <p>This is not my first business. This is a business that I have in Florida. Prior to this, my first venture into business was in 1980, while living in New York. Actually, I have been in business since 1980 until the present time. I established a partnership with Mr. Anderson in February 1993 (6 years ago) and I bought out Mr. Anderson in August 1994.</p>

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INFUSION POINT	INTERVIEW WITH AFRICAN AMERICAN BUSINESS OWNERS
<p>African American Entrepreneurs (1935 to present)</p>	<p>DID YOU RECEIVE ANY FINANCIAL ASSISTANCE TO START THE BUSINESS?</p> <p>No. My background is in banking and I firmly believe that if “one wants to cut a deal, one can do it whether one has the money or not.” I put down a third (1/3) of the money needed to purchase the business, and the owner financed the other 2/3. I continued paying him over a period of time until the remaining 2/3 was paid. I did not, have not, and do not intend to borrow from the bank.</p> <p>WHAT PRODUCTS/SERVICES DOES YOUR BUSINESS PROVIDE?</p> <p>Basically books, information and education.</p> <p>WHAT ROLE DOES YOUR BUSINESS PLAY IN THE ECONOMY OF PALM BEACH COUNTY?</p> <p>Providing job opportunities for people in the community, as well as educating members of the community.</p> <p>HOW MANY EMPLOYEES?</p> <p>This is a one-man operation at the present time. Hopefully, by the end of the year, I will employ help.</p> <p>WHICH ADVERTISING MEDIA DO YOU UTILIZE?</p> <p>Journals by local clubs, churches, fraternities and sororities and word of mouth</p> <p>WHO ARE YOUR REGULAR PATRONS?</p> <p>African Americans and others from African descent, including those from the Caribbean.</p>

AFRICAN AMERICAN ENTREPRENEURS IN PALM BEACH COUNTY

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INFUSION POINT	INTERVIEW WITH AFRICAN AMERICAN BUSINESS OWNERS
<p>African American Entrepreneurs (1935 to present)</p>	<p>WHAT CHALLENGES HAVE YOU ENDURED?</p> <p>Keeping the doors of the business open because financing is always a challenge. African American businesses have a constant cultural and economic challenge, since people do not think to patronize the African American business first and foremost.</p> <p>WHAT ARE YOUR BEST EXPERIENCES?</p> <p>The satisfaction of seeing people's delight when they end up here and find something that they previously had difficulty finding. I get additional satisfaction by reminding them that "maybe they should come here first", especially, if they had been to well known bookstores and were unsuccessful in finding a book.</p> <p>HOW CAN THE COMMUNITY (AFRICAN AMERICANS, HISPANICS, EUROPEAN AMERICANS, ETC.) BETTER SUPPORT YOUR BUSINESS?</p> <p>Those who are seriously interested in learning about the African American experience and history may come in and have the opportunity to do so. I intend to create and/or acquire a number of teach aides to assist parents in helping their children to learn and to enjoy reading.</p>

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Entrepreneurs
(1935 to
present)

WHAT ADVICE WOULD YOU GIVE TO AFRICAN AMERICAN YOUTHS WHO WANT TO START THEIR OWN BUSINESSES?

- Think seriously about it.
- Have a burning desire to do it
- Have a plan
- Focus and do not allow anything to interfere with the running of the business
- Be willing to make sacrifices
- Don't borrow more funds than you need
- Don't expand too fast

AFRICAN AMERICAN ENTREPRENEURS IN PALM BEACH COUNTY

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INFUSION POINT	INTERVIEW WITH AFRICAN AMERICAN BUSINESS OWNERS
<p>African American Entrepreneurs (1935 to the present)</p>	<p>“CAN WE TALK? INC. TRANSLATION SERVICES”</p> <p>WHAT IS THE NAME OF YOUR BUSINESS?</p> <p>The name of the business is “Can We Talk? Inc. Translation Services.”</p> <p>Owner: Ketley Blaise-Sapp</p> <p>HOW WAS THE NAME OF YOUR BUSINESS SELECTED?</p> <p>Shortly after I decided to start this business, I was at the corner of Australian Avenue & 45th Street, waiting at the light, and Joan Rivers popped into my head and said, “Can we talk?” And I said, “Oh! That’s the perfect name. That is the name for my business.” It fit, so that is why I chose that name.</p> <p>DURATION OF BUSINESS:</p> <p>24 years.</p> <p>HOW DID YOU GET STARTED AND DID YOU RECEIVE ANY FINANCIAL ASSISTANCE TO START THE BUSINESS?</p> <p>One of my best friends was a local attorney here in town. She called me up one day and said she wanted me to go to Haiti with her because she knew that I was of Haitian descent and that I could speak Creole and French. So I went. I think we were there for 24 hours. Then I went back with her a month or so later to follow up. What I was paid for that trip was more than I was</p>

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making working three jobs at that time. That is when the bell went off. The light went off in my head and I said, "Wait a minute. If they're willing to pay me this kind of money to interpret, then this is something I can do." And since talking has always been one of my favorite pastimes, I said, "Okay, this is a natural thing for me" and that is when the idea came.

DID YOU RECEIVE ANY FINANCIAL ASSISTANCE TO START THE BUSINESS?

I was very fortunate and very blessed. I used the money that I earned on those trips to start the business. I had already made a budget, once I figured out what business I wanted. I also decided that I could run this business from my home. So that was the biggest saving. I was fortunate that I did not have to seek outside capitalization. I just used what I had already earned.

WHAT PRODUCTS/SERVICES DOES YOUR BUSINESS PROVIDE?

We provide interpreting and translation services in Creole, Spanish, French and about six other languages. There is a major difference between interpreting and translating and a lot of people do not realize that there is a major distinction. Interpreting is verbal. Translating is written. You give me a document because you need that translated from one language to the next. So we do both. We provide this service for any business that requires it, but primarily for lawyers, doctors, and insurance companies. For example, a lawyer will call and say, "We need to take a deposition of a witness who doesn't speak English, he

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speaks Spanish. I need a Spanish interpreter.” Or “We need to send this witness to a doctor’s office and he speaks only German. We need to have an interpreter there.” Or someone had a car accident and they need to tell the insurance company how the accident happened. If they do not speak English, they will call us and we will send the interpreter. We have also taught English as a Second Language at major corporations – mostly landscaping, golf courses, country clubs, etc.

WHAT ROLE DOES YOUR BUSINESS PLAY IN THE ECONOMY OF PALM BEACH COUNTY?

I think that it adds to the economy. Now, I will say that most of my interpreters are independently contracted and they are not necessarily African-Americans. They are Hispanics, Germans, and Haitians. They are from different ethnic backgrounds, but I pay them pretty well and that contributes to the economy moving forward. As an interpreter you can make as little as \$25 an hour, or as much as \$100 an hour, depending on the language. I think we contribute as far as the success of African American businesses.

HOW MANY EMPLOYEES?

I employ two in the office and that is to run the operation. But we contract with about fifteen interpreters. My sister is the office manager and she is also an interpreter, so she is dually talented. And my office assistant is part time. It is only in the last four years (after moving the business out of my home) that we have needed additional help in the office.

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WHICH ADVERTISING MEDIA DO YOU UTILIZE?

Right now, barely any because of word of mouth. But when I started, I looked at my target market, which was legal, medical, and insurance and I found the best industry magazines and advertised in those vehicles. I do not think I have ever bought radio time because most people listening to the radio, if they would need an interpreter or translator, may not even understand. You know, if they do not speak English then they are really not going to get the advertising. Secondly, we do not deal with the person directly who actually needs the interpreter. We deal with their representative. So it would be their lawyer or the insurance agent calling. So advertising on the radio is just not an effective tool for me. I also do a lot of benevolent advertising in souvenir programs, which I rarely get business from, but I think it is important to give back to the community so I do advertise there. But my best advertising has been in the yellow pages.

WHO ARE YOUR REGULAR PATRONS?

People of Creole, Hispanic, German, French, Chinese, Korean, Vietnamese, Finnish, and Turkish descent. But Creole and Spanish are our biggest requests. We were rated Number One in the state for our written German.

WHAT CHALLENGES HAVE YOU ENDURED?

Cash flow, Cash flow, Cash flow!!! It is the number one headache, I think, of any business, particularly a small business. Without that problem there really would be more smooth sailing. We provide a service and we are not retail, so we do not get



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INFUSION POINT	INTERVIEW WITH AFRICAN AMERICAN BUSINESS OWNERS
<p>African American Entrepreneurs (1935 to present)</p>	<p>our money right away. We bill for our services and we have waited up to a year for payment. Our average wait time is 45 to 90 days. I did face a barrier after three years in business. I was in the “black” and I needed to expand. I was hiring an office manager full time at a decent salary and we needed a fax, copy machine, that kind of thing. So I went to my bank for the first time. I had all of my paperwork. You know, I had my tax returns, my profit and loss statement, and my balance sheet. When I said, “Okay I need to borrow some money,” they looked at me like I had lost my mind. This was the bank where I had my mortgage and car payment and I am thinking “piece of cake.” The next day I went to another bank. This man is sitting up there smoking a cigarette in my face. He is sitting back listening to me and just said, “Okay, we will get back to you.” I was beyond livid. The next day, or the same day, I went to another bank (I knew the branch manager who happened to be African American) and ended up having to borrow from a special program, which was setup for African American businesses.</p> <p>WHAT ARE YOUR BEST EXPERIENCES?</p> <p>I enjoy when people tell us we have the best services and that they will not use anyone else but us for translating and interpreting. Of course, the widespread media coverage we have had over the years has been great, too.</p>

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INFUSION POINT	INTERVIEW WITH AFRICAN AMERICAN BUSINESS OWNERS
<p>African American Entrepreneurs (1935 to present)</p>	<p>HOW CAN THE COMMUNITY (AFRICAN AMERICANS, HISPANICS, EUROPEAN AMERICANS, ETC.) BETTER SUPPORT YOUR BUSINESS?</p> <p>By referring the business to others whenever possible.</p> <p>WHAT ADVICE WOULD YOU GIVE TO AFRICAN AMERICAN YOUTHS WHO WANT TO START THEIR OWN BUSINESSES?</p> <ul style="list-style-type: none"> ➤ Do something that comes naturally and channel that. ➤ Prepare, prepare, prepare. ➤ Do not assume that owning a business is for you. Do a lot of self assessment and plan every step of the way. ➤ Do not go into business expecting to “get rich quick”. ➤ Prepare by avoiding consumer debt prior to starting the business. ➤ Do not take money from the company. ➤ Never have an attitude of “can’t” and remember that the African-Caribbean culture is one of a “can-do” work ethic. <p>INTERVIEWERS: Terris Raiford and Tiana DuPont</p>

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INFUSION POINT	INTERVIEW WITH AFRICAN AMERICAN BUSINESS OWNERS
<p>African American Entrepreneurs (1935 to the present)</p>	<p style="text-align: center;">“MUSIC UNLIMITED”</p> <p>WHAT IS THE NAME OF YOUR BUSINESS?</p> <p>“Music Unlimited”</p> <p>Owners: Eddy & Debbie Estime</p> <p>HOW WAS THE NAME OF YOUR BUSINESS SELECTED?</p> <p>A number of musical groups were incorporated to provide jobs for different entertainers who were finding it difficult to find jobs on their own.</p> <p>DURATION OF BUSINESS:</p> <p>Since 1995</p> <p>HOW DID YOU GET STARTED?</p> <p>It started out as fun. We got married and started performing together. We decided it was a good idea to push the music we enjoy, which is varied: Caribbean music, such as soka, reggae, and calypso. It was a good musical opportunity, especially in the South Florida area where we have a lot of native islanders, as well as South Floridians who are accustomed to these types of music. It was a good arena.</p>

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INFUSION POINT	INTERVIEW WITH AFRICAN AMERICAN BUSINESS OWNERS
<p>African American Entrepreneurs (1935 to the present)</p>	<p>WHAT PRODUCTS/SERVICES DO YOU PROVIDE?</p> <p>We are musicians and perform on demand, as required. We provide a service to the community and to the musicians who rely on us.</p> <p>WHAT ROLE DOES THE BUSINESS PLAY IN THE ECONOMY OF PALM BEACH COUNTY?</p> <p>Our musicians are from varied cultural backgrounds and that is an incentive in itself, that is, we can share the opportunity to appreciate these types of music with other cultures. We provide musical opportunities for a variety of musicians who otherwise would find it difficult to find venues to play. We can use our music in other ways, for example, the racial turmoil we sometimes experience, that is, we misunderstand each other – we can utilize our music to teach and share with others that we are alike although from different cultures. We also teach our music at workshops /classroom settings, establishing a link with our African American kinfolk and others.</p> <p>HOW MANY EMPLOYEES?</p> <p>Currently, about 20</p> <p>WHICH ADVERTISING MEDIA DO YOU UTILIZE?</p> <p>Business cards, fliers, word of mouth, network – after each performance we give out information to pass on to others.</p> <p>WHO ARE YOUR REGULAR PATRONS?</p> <p>We perform for anyone: Caribbean, American, Spanish, and Haitian. We just ask that they specify the type of music they want.</p>

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INFUSION POINT	INTERVIEW WITH AFRICAN AMERICAN BUSINESS OWNERS
<p>African American Entrepreneurs (1935 to the present)</p>	<p>WHAT CHALLENGES HAVE YOU ENDURED?</p> <p>When we perform at charitable fundraisers, we do not receive significant participation from our own people, that is, the African American community.</p> <p>WHAT ARE YOUR BEST EXPERIENCES?</p> <p>We taught a summer musical workshop for some “inner city” Haitian children in Miami. At the end of the program, we all (musicians and children) sang together. These so-called “inner city kids” have so much to give back, once they are taught the necessary skills. My church work also gives me great pleasure.</p> <p>HOW CAN THE COMMUNITY (AFRICAN AMERICANS, HISPANICS, EUROPEAN AMERICANS, AND OTHERS) BETTER SUPPORT YOUR BUSINESS?</p> <p>We have had good support and response. Everyone has been very cordial.</p> <p>WHAT ADVICE WOULD YOU GIVE TO AFRICAN AMERICAN YOUTHS WHO WANT TO START THEIR OWN BUSINESSES?</p> <ul style="list-style-type: none"> ➤ Believe in their dreams, no matter how long they take to realize their dreams ➤ Remind themselves that “whatever the mind can conceive, it is achievable” ➤ Make education a must – it is their firm foundation <p>INTERVIEWER: LANA E. SPENCE</p>

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“CATHERINE LOWE, M.D.”

WHAT IS THE NAME OF YOUR BUSINESS?

Catherine Lowe, M.D.

HOW WAS THE NAME OF YOUR BUSINESS SELECTED?

The name of the business reflects my name.

DURATION OF BUSINESS:

18 years.

HOW DID YOU GET STARTED?

I started my own private practice. I wrote a business plan with projections of the number of patients seen and income projected.

I researched the demographics of the population to be served with eye care needs. I located medical office space and obtained hospital privileges. I acquired my Florida Medical License.

DID YOU RECEIVE ANY FINANCIAL ASSISTANCE TO START THE BUSINESS?

I received a business bank loan, as well as assistance from my parents and family.



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INFUSION POINT	INTERVIEW WITH AFRICAN AMERICAN BUSINESS OWNERS
<p>African American Entrepreneurs (1935 to the present)</p>	<p>WHAT PRODUCTS/SERVICES DOES YOUR BUSINESS PROVIDE?</p> <p>Medical specialty: surgical services, eyeglasses, contact lenses, sports goggles, safety glasses and laser treatment.</p> <p>HOW MANY EMPLOYEES?</p> <p>4 full time employees and 2 part time</p> <p>WHICH ADVERTISING MEDIA DO YOU UTILIZE?</p> <p>I use the yellow pages, coupons on eyeglass specials, calling cards, word of mouth, ads in local civic organizations and banquet booklets, and radio.</p> <p>WHO ARE YOUR REGULAR PATRONS?</p> <p>My regular clientele is made up of 40% African Americans, 40% European Americans, 10% Hispanics and 10% all others, including Russians, Vietnamese, etc.</p> <p>WHAT CHALLENGES HAVE YOU ENDURED?</p> <p>High property costs, federal taxes and cash flow problems (because of insurance companies' delay in payments for as much as 4 to 6 months) are the biggest challenges. The Insurance Industry now dictates the delivery of health care.</p> <p>WHAT ARE YOUR BEST EXPERIENCES?</p> <p>The impact it makes on our children when they see an African American female eye doctor having her own private practice. It gives them the incentive to reach their dreams and goals.</p>

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HOW CAN THE COMMUNITY (AFRICAN AMERICANS, HISPANICS, EUROPEAN AMERICANS, ETC.) BETTER SUPPORT YOUR BUSINESS?

Community support has been very good. However, I would recommend that patients come in and be seen on a regular basis for annual eye examination for early prevention.

WHAT ADVICE WOULD YOU GIVE TO AFRICAN AMERICAN YOUTHS WHO WANT TO START THEIR OWN BUSINESSES?

- Be well organized.
- Be good at making decisions.
- Learn how to manage money well.
- Possess good writing and speaking skills.
- Be confident.
- Remember that African Americans will not reach economic empowerment until we own more businesses.

INTERVIEWERS: LANA SPENCE AND TERRIS RAIFORD

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INFUSION POINT	INTERVIEW WITH AFRICAN AMERICAN BUSINESS OWNERS
<p>African American Entrepreneurs (1935 to the present)</p>	<p>“COMMUNITY CLEANERS”</p> <p>WHAT IS THE NAME OF YOUR BUSINESS?</p> <p>“Community Cleaners”</p> <p>Owner: Bernice Pugh</p> <p>HOW WAS THE NAME OF YOUR BUSINESS SELECTED?</p> <p>The original owners, Hazel & Spencer Edwards, named the business and I retained the name when I purchased it.</p> <p>DURATION OF BUSINESS:</p> <p>I have owned the business since 1963.</p> <p>HOW DID YOU GET STARTED?</p> <p>I bought the business and continued to offer similar services to the neighborhood.</p> <p>DID YOU RECEIVE ANY FINANCIAL ASSISTANCE TO START THE BUSINESS?</p> <p>I used my personal savings.</p> <p>WHAT PRODUCTS/SERVICES DOES YOUR BUSINESS PROVIDE?</p> <p>Dry cleaning services.</p>

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INFUSION POINT	INTERVIEW WITH AFRICAN AMERICAN BUSINESS OWNERS
<p>African American Entrepreneurs (1935 to the present)</p>	<p>WHAT ROLE DOES YOUR BUSINESS PLAY IN THE ECONOMY OF PALM BEACH COUNTY?</p> <p>We offer our services, as well as employment to the community. Members of the community are able to utilize our dry cleaning services without having to leave their locale.</p> <p>HOW MANY EMPLOYEES?</p> <p>1 full time; 2 part time</p> <p>WHICH ADVERTISING MEDIA DO YOU UTILIZE?</p> <p>Word of mouth</p> <p>WHO ARE YOUR REGULAR PATRONS?</p> <p>The Black Diaspora and African Americans</p> <p>WHAT CHALLENGES HAVE YOU ENDURED?</p> <p>Remaining a successful business is a challenge, especially being surrounded by declining economic and physical changes in the community.</p> <p>WHAT ARE YOUR BEST EXPERIENCES?</p> <p>While I have had bad experiences, the good experiences have far outweighed the bad.</p>

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WHAT ADVICE WOULD YOU GIVE TO BLACK YOUTHS WHO WANT TO START THEIR OWN BUSINESSES?

- Work hard.
- Make sure they have beginning capital to purchase or start the business.
- Set short term and long-term goals.
- Reinvest money to improve and expand their business.

The businesses that have been profiled in this unit are representative of the hundreds of African American businesses that are located in Palm Beach County. It is a monumental task to raise money, (i.e. circumvent “red lining”, educate all consumers, market products, comply with governmental regulations, cope with employees and other duties as necessary for the operation of the business.)

Therefore, it is necessary for all consumers to be aware of the role that African American and other businesses play in the economic world of Palm Beach County. It is also important that consumers patronize these businesses whenever it is possible to do so.

We, consumers, are a part of this multicultural community called Palm Beach County. As such, we are expected to know how our economic needs and wants can be satisfied by a variety of business sources. For example, if we are looking to buy the latest book by the author Toni Morrison, an African American writer, why not choose an African American bookstore for the

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INFUSION POINT	CULTURAL CONCEPTS / INFORMATION
<p>African American Entrepreneurs (1935 to the present)</p>	<p>purchase. If you are seeking to purchase some natural medication for a physical problem why not patronize a Haitian bibliotecta.</p> <p>Are you looking for a restaurant that would highlight Mexican cuisine? Then why not patronize a Mexican restaurant. There is a multiplicity of ethnic businesses that could satisfy our economic wants and needs, but consumers need to seek them out and then patronize them.</p> <p style="padding-left: 40px;">African American businesses fulfill a large number of our economic wants and needs. These businesses range from physician services to locksmith services. African American businesses are located in all of the cities in Palm Beach County.</p> <p style="padding-left: 40px;">If you would like to know more about African American businesses in Palm Beach County please contact the “Suncoast Chamber of Commerce”, which is located in Riviera Beach, Florida.</p>

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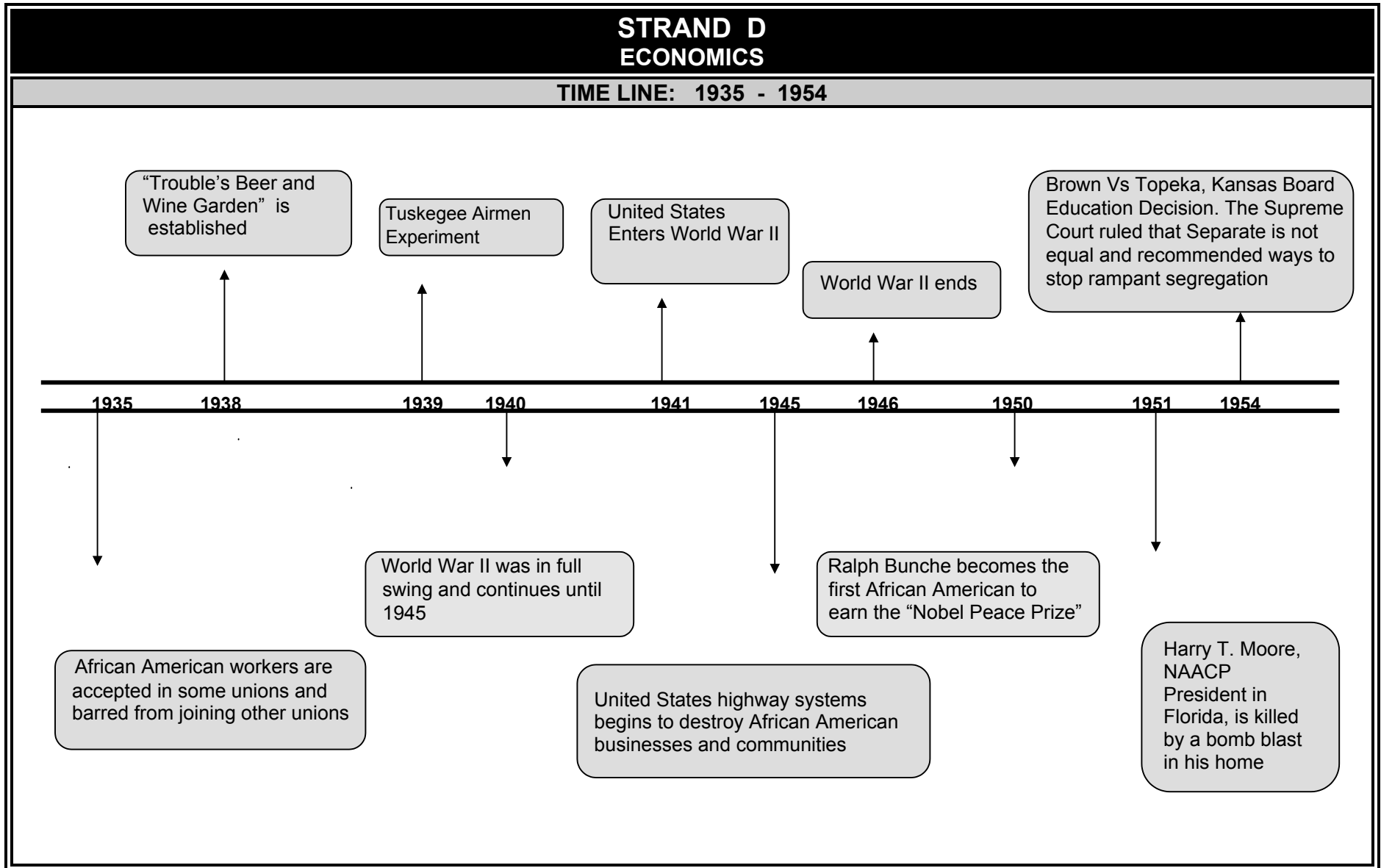
INFUSION POINT	LINKAGES TO AMERICAN HISTORY
<p>African American Entrepreneurs (1935 to the Present)</p>	<ul style="list-style-type: none"> ➤ 1935 - African American Workers are accepted in some unions and barred from joining other unions. ➤ 1938 - "Trouble's Beer and Wine Garden" is established, Mr. Trevor Livingston Thruston, owner. ➤ 1939 - Tuskegee Airmen Experiment begins at Tuskegee Institute. ➤ 1940 - World War II was in full swing and continues until 1945. ➤ 1941 - United States enters World War II. ➤ 1945 - United States highway system begins to destroy African American businesses and communities. ➤ 1946 - World War II ends. ➤ 1950 - Ralph Bunche becomes the first African American to earn the "Nobel Peace Prize". ➤ 1951 - Harry T. Moore, NAACP President in Florida, was killed by a bomb blast in his home. ➤ 1954 - Brown vs. Topeka, Kansas Board of Education Decision. The Supreme Court ruled that separate is not equal and recommended ways to stop rampant segregation. ➤ 1955 - Rosa Parks refused to give up her seat in front of the bus in Montgomery, Alabama. ➤ 1955 - The death of Mary McLeod Bethune. ➤ 1955 - Death of Emmett Till (14 years old) in Money, Mississippi. His death galvanized the Civil Rights Movement. ➤ 1957 - Civil Rights Act of 1957 became the first Civil Rights Legislation since 1875. ➤ 1957 - "Fifth Avenue Pharmacy" in Delray Beach is established. ➤ 1963 - Civil Rights March on Washington, D.C. ➤ 1963 - "Community Cleaners" . ➤ 1964 - Title VII of the Civil Rights Act is enacted to give equal rights to African Americans.

AFRICAN AMERICAN ENTREPRENEURS IN PALM BEACH COUNTY

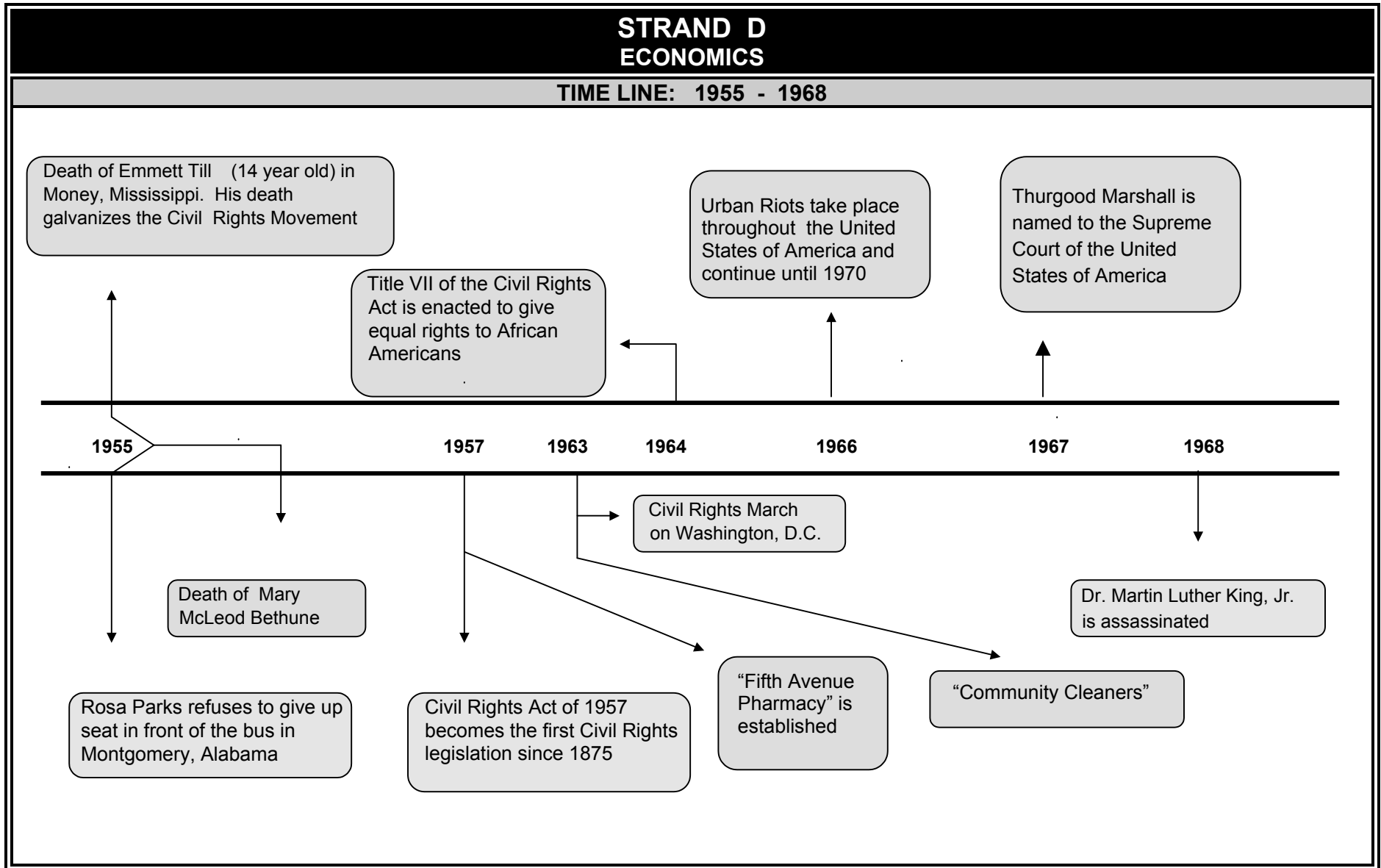
STRAND D ECONOMICS

INFUSION POINT	LINKAGES TO AMERICAN HISTORY
<p>African American Entrepreneurs (1935 to the Present)</p>	<ul style="list-style-type: none"> ➤ 1966 - Urban Riots took place throughout the United States of America and continued until 1970 ➤ 1967 - Thurgood Marshall was named to the Supreme Court of the United States of America. ➤ 1968 - Dr. Martin Luther King, Jr. is assassinated. ➤ 1970 - Women and gender equal rights issues continue to be a critical part of the national political agenda. ➤ 1970 - Mr. Comer J. Cottrell Jr. begins the “Pro-Line Corporation” that is #34 on the list of 100 African American Businesses in the United States. ➤ 1973 - “Superstation Hair Design” of West Palm Beach, FL. is formed by Mr. Carl Muhamamed. ➤ 1986 - “Can We Talk”, Inc. of West Palm Beach, FL. is established by Ketly Blaise Sapp. ➤ 1990 - African Americans boycott Miami businesses after local officials “snub” Nelson Mandela of South Africa. ➤ 1991 - “African American Heritage Bookstore and Art Center” of West Palm Beach, FL. is established. ➤ 1992 - “White” conservative political movement began; European Americans continue to flee to the suburbs. ➤ 1992 - Alcee Hastings becomes the first African American elected to Congress from Florida, since reconstruction, 125 years ago. ➤ 1993 - “Pyramid Books” of Boynton Beach, FL. is established. “Akbar”, owner. ➤ 1994 - “Anthony Peterson’s Swedish Massage, Reflexology and Aroma Therapy” is established. ➤ 1995 - “Music Unlimited” is established. Eddie & Debbie Estime, owners. ➤ 1995 - The Million Man March in October in Washington, D.C. ➤ 1998 - Robert E. Weems Jr. writes the book “Desegregating The Dollar” –African American Consumerism in the Twentieth Century”. ➤ 1999 - “McCray’s Restaurant” of Delray Beach, FL. is established.

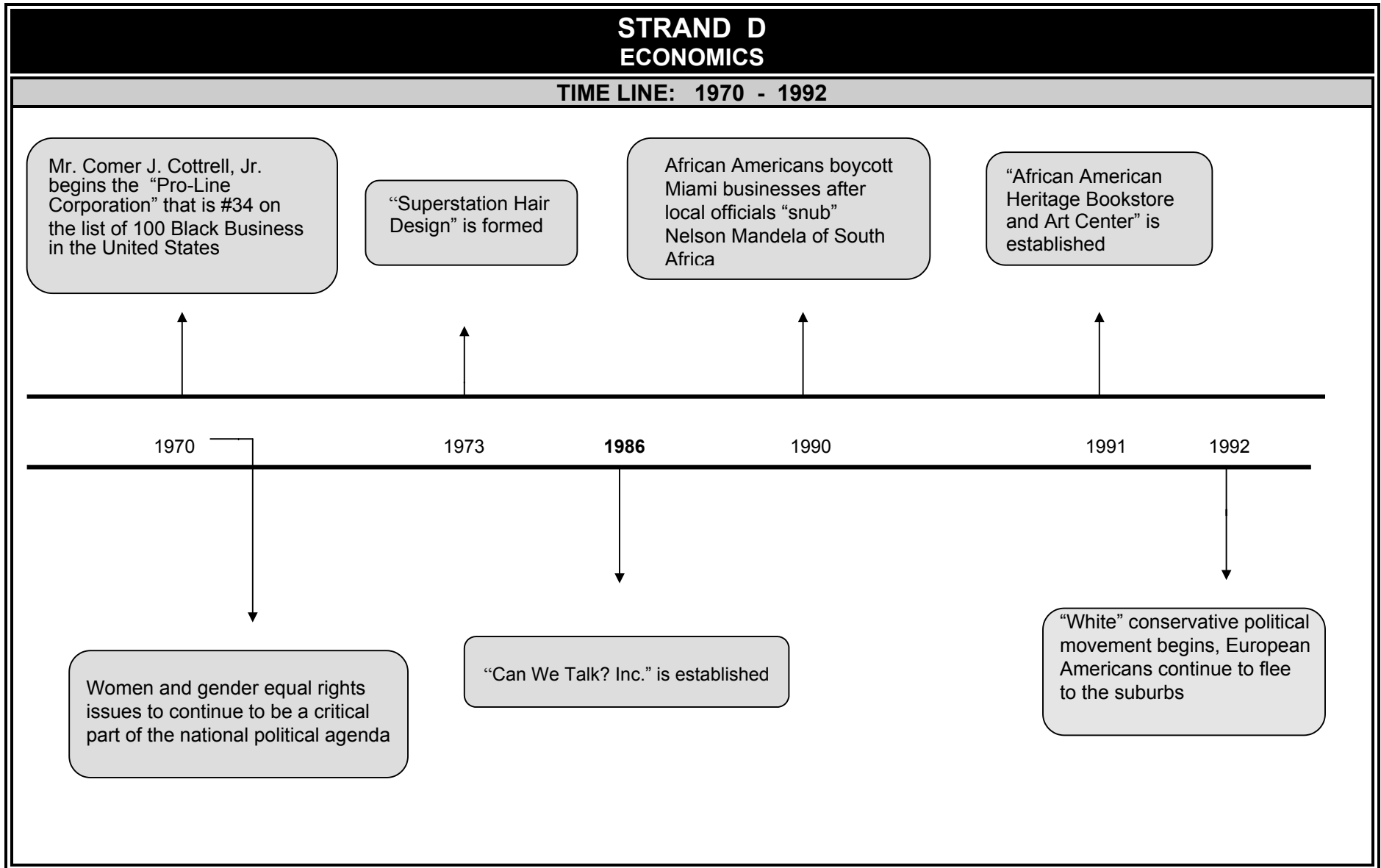
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AFRICAN AMERICAN ENTREPRENEURS IN PALM BEACH COUNTY

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TIME LINE: 1992 - TO THE PRESENT

Alcee Hastings becomes the First African American elected to Congress from Florida, since reconstruction 125 years ago

"Anthony Peterson's Swedish Massage, Reflexology, and Aroma Therapy"

Robert E. Weems, Jr. writes the book "Desegregating the Dollar" – African American Consumerism in the Twentieth Century"

1992

1993

1994

1995

1998

1999

"Pyramid Books" is established

"Music Unlimited" is established

The Million Man March takes place in Washington, D.C.

" McCray's Restaurant" is established

AFRICAN AMERICAN ENTREPRENEURS IN PALM BEACH COUNTY

STRAND D ECONOMICS	
INFUSION POINT	DEFINITION OF KEY TERMS
African American Entrepreneurs (1935 to the Present)	<ul style="list-style-type: none"> ➤ Advertising - Calling attention to a product, service, idea, or/and person. ➤ African American - People of African ancestry who live in the Americas. ➤ Business - Work, trade as occupation in which one is engaged in. ➤ Corporate - United or forming one body. ➤ Economy - A system developed for the use and management of resources. ➤ Entrepreneur - A person who assumes the risk for business explorations. ➤ Ethnic Group - Refers to cultural or social composition. ➤ Hispanic/Latino - Persons having their cultural ancestry in Iberia. ➤ Product - A result or consequence of a human or mechanical effort. ➤ Service - Work done for others.

AFRICAN AMERICAN ENTREPRENEURS IN PALM BEACH COUNTY

STRAND D ECONOMICS

RECOMMENDED STUDENT ACTIVITIES

Language Arts

- Read, and then, report on a pioneer African American business in Palm Beach County.
- Write a poem about owning your own business.
- Create a book for children about African American businesses in the United States.
- Each student conducts an interview of an African American business owner and prepares a report.

Science

- Investigate and report on the health requirements of Palm Beach County with respect to owning a restaurant.
- Interview an African American pharmacist, such as Dr. Barnes of Delray Beach. Share the results with the class.
- Analyze the requirements for achieving the status of medical doctor in the United States.
- Study the chemicals in the ingredients of grits versus oatmeal.

Curriculum Infusion

Mathematics

- Complete a business plan. Include cost of set-up, labor, building, etc.
- Create a layout for a bookstore; include height, depth, square footage needed, etc.
- Describe the inventory of a barbershop.
- Create a time line of the African American.
- Create a graph of the percent increase of the African American businesses in Palm Beach County (1930 – 1999).

Social Studies

- Describe and analyze the term “niche” in business.
- Survey African American businesses in a given city. Report your findings to the class.
- Examine and evaluate the requirements for a business loan in Palm Beach County.
- Debate the advantage of owning a business.
- Discuss how the 1964 Civil Rights Laws impacted on African American businesses.
- Draw and label a city map with the location of African American businesses.

AFRICAN AMERICAN ENTREPRENEURS IN PALM BEACH COUNTY

STRAND D ECONOMICS

RECOMMENDED STUDENT ACTIVITIES

Humanities/Arts

- Create a journal that documents the different types of African American businesses in Palm Beach County.
- Plan a trip to visit and then report on a visit to an African American business.
- Produce a photo collage of African American businesses in Palm Beach County.
- Draw or paint a picture of an African American business owner that you admire.

Curriculum Infusion

Critical Thinking Skills

- Evaluate the academic work a student needs to complete to become a dentist in Florida.
- Write a business plan.
- Describe and report on the government (local, state, and national) regulations that a small business must comply with.
- Prepare a scrapbook with your commentaries regarding trends in African American businesses in Florida.
- Use power point to present the interview of one African American business.

Research Skills

- Examine and report on the life of Charles Drew.
- Design and display the plans for an African American bookstore.
- Using the Internet, prepare a paper on the contributions of African American businesses to the economy of the United States of America.
- Prepare a research report on the importance of seeking racial equality by supporting businesses owned by all racial groups.

AFRICAN AMERICAN ENTREPRENEURS IN PALM BEACH COUNTY

STRAND D ECONOMICS	
INFUSION POINT	RECOMMENDED STUDENT EVALUATION
<p>African American Entrepreneurs (1935 to the Present)</p>	<p style="text-align: center;"><i>Pre/Post Assessment</i></p> <div style="border: 1px solid black; padding: 10px; margin: 10px auto; width: 80%; background-color: #f0f0f0;"> <ul style="list-style-type: none"> ➤ Students, in groups of four, plan, organize, set up, and operate a business. A matrix will assess their product. ➤ Investigate and report on African American businesses that are not a part of this unit. (A matrix will be used to assess their report). ➤ Each student writes a business plan for a business he/she would like to create. (A matrix will be utilized to evaluate the completeness of the business plan). ➤ Students will be assessed on their ability to identify and discuss the contributions of African American businesses to Palm Beach County. </div>

AFRICAN AMERICAN ENTREPRENEURS IN PALM BEACH COUNTY

STRAND D ECONOMICS	
INFUSION POINT	RECOMMENDED STUDENT EVALUATION
<p>African American Entrepreneurs (1935 to the Present)</p>	<p style="text-align: center;"><i>Pre/Post Assessment</i></p> <div style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <p>K. CURRENT KNOWLEDGE – FORMATIVE ASSESSMENT</p> <ul style="list-style-type: none"> ➤ Use a teacher made assessment instrument to determine how much students know about microeconomics theory and practices. ➤ Assess students' knowledge about the types and number of businesses owned by African Americans in Palm Beach County. <p>W. WHAT IS TO BE LEARNED? PROCESS ASSESSMENT</p> <ul style="list-style-type: none"> ➤ Use a matrix to evaluate the quality of the interviews conducted by students. ➤ Use unit content to formulate assessment items, (i.e. on the chart of African American businesses in Palm Beach County.) ➤ Use journals, presentations, and portfolios in the process of assessing student knowledge of the content. ➤ Use cooperative groups to present results of the assigned research projects (use matrix to assess). <p>L. WHAT WAS LEARNED? SUMMATIVE</p> <ul style="list-style-type: none"> ➤ Use journals and portfolios to assess gains. ➤ Use multiple-choice exams on the unit content. ➤ Use product evaluation such as a scrapbook on entrepreneurs. ➤ Use essay exams to determine gain from the pre-assessment. </div>