



Project Points

“Keeping you informed, connected and empowered.”

Letters and Comments from Our Members and Supporters...

The tour of the Musical Instrument Museum will be great. I have heard good feedback on it.
- *Sheila Zollicoffer-Manley*

The day went great when I spoke at Barcelona Middle School in Glendale. The students learned about jobs in golf industry other than being a PGA Professional. The opportunities discussed include being a golf club manager, golf equipment designer and engineer, a golf course architect, etc. We had a lot of fun!
- *Hugh Smith, The First Tee of Phoenix*

The Lesson in Leadership Panel discussion was another superb event! The panelists were very insightful and thought provoking. Also, great relationship building!
- *Sylvia McDowell, RE/MAX Fine Properties*

The Lessons in Leadership Panel discussion was a power packed event. Truly the event was an excellent investment of my time.
- *Loretta Cheeks*

Thanks so much for including me on your "Project Points" Newsletter list. I enjoyed it.
- *Dave Casabere*

Congratulations to you, the Project and Tony Finley on being elected to the Board of Governors of the State Bar of Arizona as a public member.
— *Patricia A. Green, Waterfall, Economidis, Caldwell, Hanshaw & Villamana, P.C.*

Thanks for sharing the BBOD eNewsletter with me. It was very informative and gives an insight of current projects.
- *Isiah "Kit" Marshall.*

The election of Tony Finley to the Arizona State Bar Board of Directors is impressive.
- *Antonio Hampton*

Thanks Marvin – Keep up the good work!
- *Alvin Battle*

Thanks for recommending me to the Board of Governors of the State Bar of Arizona!
- *Tony Finley*

"The unfortunate thing about being ahead of your time is that when people finally realize you were right, they will say it was obvious all along." - Anonymous

Let's Talk About SUMMER!

Dr. Ramona Woodruffe – A Women Christian Cruise to the Bahamas
Rev. Arnold Jackson – A trip to Disneyland with grandkids and a Church meeting in Las Vegas, NV
Onita Frazier – Visit family and friends in Seattle, Memphis and Atlanta
Michele Sadow – An Alaskan Cruise
Keith L. Kilgough – Cancun, Rocky Point and Orlando
Sharon V. Gordon – Spain
Sheila Zollicoffer-Manley – Kitty Hawk, NC
Carol Henry – Jekyll Island, GA
Erica Alexander – Visit family in Cleveland, Kansas City and St. Louis
Edward Howard – Laguna Beach, Maui and an Alaskan Cruise
Eric Kirkland – Puerto Rico

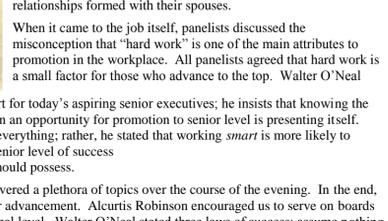
SPECIAL HONORS, AWARDS AND RECOGNITIONS

Cathy Clardy Patterson, Pastor, Fountain of Life Church, received a Positively Powerful Women Award at a Gala Luncheon on May 20, 2011 at the Ritz-Carlton Hotel, Phoenix.

Phoenix Business Journal names *Donvishon Bradley* a Leader Under 40.

Shehara Smallwood recognized by the Cystic Fibrosis Foundation as one of AZ's Finest.

Loretta Cheeks and *Monica Stigler* enjoy an exciting evening at the 2011 Business Journal Awards to 25 Women Leaders at the Biltmore Resort.



Lessons in Leadership: Retired Senior Corporate Executives Reflect on Their Career Path to the Corporate Suite

Summary by *Nicole Scott*

On Thursday, March 10th, 2011 corporate and government managers, business leaders, and entrepreneurs gathered at Fiesta Resort to hear retired top executives provide candid insight and perspectives to their ascent in corporate America.

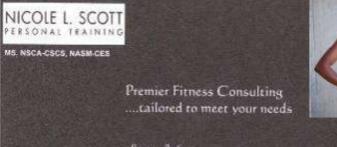
Moderator Chuck Vivian guided the conversation. The goal of the discussion was to gain insight from the panelists in at least three areas: family, the job itself, and social aspects of the job.

In terms of balancing family life with the job of being a top executive, all five panelists agreed that it was, indeed, a challenge and they shared many perspectives. Edward Howard insisted that it was very important to learn the happy medium between work life and family life. He believed from his own experience that a spouse should always be involved with any planning and major decisions that come with the job. Howard stated that a company may interview your spouse as a part of their interview process. Donald Bland supported the panel's statements, and further admitted that pursuing the career would be a risk in terms of being physically absent from family matters. However, part of the balance in family life and work life requires that you include your spouse in career plans.

There were many social aspects of the job that were discussed. Interestingly, however, the panelists all agreed that spouses should

play a major part in the social aspect of the job. Donald Bland admitted that his wife was very involved and, further, was the reason that he reached the levels he attained in the retail business. Edward Howard believed that the higher you go the more involved your wife (or spouse) will have to be. Many times, spouses give a lot of insight to other co-workers because of interactions and relationships formed with their spouses.

When it came to the job itself, panelists discussed the misconception that "hard work" is one of the main attributes to promotion in the workplace. All panelists agreed that hard work is a small factor for those who advance to the top. Walter O'Neal



acknowledged that work place politics play an instrumental part for today's aspiring senior executives; he insists that knowing the politics will provide solid understanding and awareness to when an opportunity for promotion to senior level is presenting itself. Proctor Houston added to the discussion that hard work is not everything; rather, he stated that working smart is more likely to separate an aspiring manager for opportunity to promote to a senior level of success – the hard work is a given and a requisite that all employees should possess.

From mentoring to the importance of playing golf, panelists covered a plethora of topics over the course of the evening. In the end, panelists left us with tips that would help position ourselves for advancement. Alcurtis Robinson encouraged us to serve on boards and be involved with the community, both on a local and national level. Walter O'Neal stated three laws of success: assume nothing, trust no one, and never expect gratitude. Donald Bland encouraged us to take risks and be willing to swim upstream. Proctor Houston advised us to read and apply some of the concepts from "If," an inspirational poem by *Rudyard Kipling*. Edward Howard recommended that we know the company's culture, study it, and be our own selves within that culture.

Upcoming Events

Restricted Invitation to BBOD Project Members and Alumni Only

Big Brothers Big Sisters Sponsors an Information / Recruiting Reception

Hors d' oeuvres and refreshments served

Admission: Free

University Club
39 E. Monte Vista / Phoenix, AZ 85004

Wednesday, June 22, 2011
5:00pm – 7:00pm
Attire: Business or Business Casual

For Reservations call 602.234.1255 or email bbodproject@ampersands.net. Limited space on a first confirmed reservation basis.

July – A Synergy Event

September
Workshop on Roles and Responsibilities of Board Members

Date: Saturday, September 17, 2011
Time: 9:00am – 11:30am
Place: Holiday Inn Casa Grande, AZ
Presenters / Consultant: Linda Searfoss
Investment: \$48.00 Members / Alumni and \$85.00 Others
For reservations call 602-234-1255 or email bbodproject@ampersands.net

Reception / Volunteer Fair

Restricted to Members and Alumni Only

Tuesday, October 18, 2011
Time: 5:30pm – 7:30pm
Place: Mesa Hilton Hotel
Admission: Free

December 2011 – A Synergy Luncheon

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Elections and Appointments!

- Christopher R. Burrell elected to the Board of Valley Youth Theatre
- Tony Finley elected to the Board of Governors of the Arizona State Bar as a public member
- Tophas Anderson IV, Craig Outten, Michele Sadow and Kyle Rakestraw appointed to ITT Tech Institute Advisory Committees
- Nathan Hollis elected to the American Lung Association Board
- Michele Sadow elected to Bridging Arizona Furniture Bank Board
- Jewel West elected to Phoenix Conservatory of Music Advisory Board
- Shehara Smallwood elected to Phoenix Conservatory of Music Advisory Board



Sponsored by Shehara Smallwood, a BBOD Project member and an AZ's Finest Honoree

A native of Columbus, Ohio, she graduated from Ohio State University with a BS in electrical and computer engineering. Active in her community, she is a member of the Black Board of Directors Project, Phoenix Conservatory of Music Advisory Board, Great Phoenix Chamber of Commerce, Greater Phoenix Black Chamber of Commerce and American Business Women's Association. To support Cystic Fibrosis Foundation, she is hosting a mixer.

For details visit www.mixerfortheure.eventbrite.com or email her at shehara.smallwood@gmail.com.

"Mixer for the Cure"
Thursday, June 2nd, 2011
6 to 8pm

Silent Auction
Live Music
Appetizers

Tommy Bahama
Kierland Commons
15203 North Kierland Blvd
Scottsdale, AZ 85254

One of the 13th Annual AZ's Finest invites you to a tropical "Mixer for the Cure" at Tommy Bahama at the Kierland Commons.
Get away for two hours, network AND support a great cause on Thursday, June 2nd from 6 to 8 pm.
There will be a silent auction with live music, appetizers and beverages. Admission is \$30** in advance or \$35 @ the door.
Proceeds benefit the Cystic Fibrosis Foundation.
To purchase tickets or more information, log on to: www.mixerfortheure.eventbrite.com
(**Additional \$2.50 service fee per ticket for online purchases)

True networking is far more than meeting in a hotel conference room to push business cards on each other.
- *Earl G. Graves, Publisher, Black Enterprise*

Sometimes, you never know what's being said about you... But sometimes you do!
Here is a letter to a friend and prospective board member that got shared with us...

Hi Joanna, basically Marvin [Perry] has been operating [the Black Board of Directors Project] for 27 years, working to create better boards of directors through diversity. He works really hard behind the scenes submitting members' names, information and reasons he thinks they would be a good match for said boards, etc... and even when someone is on a board, he reaches out when he thinks there is a good match for another - continually. He also holds events throughout the year and does awards, even submits peoples names for other awards, etc... He really just advocates for members to learn about board stewardship, be on them, move up the corporate ladder or prosper more with their own businesses through a huge network of very educated, successful black and other individuals.

Of course, there are people of other races that are members, go to events, speak at events and so forth but his main focus as far as members go is the enrichment of all society through stronger diversity throughout business, government, non-profit, etc... It's pretty neat. My husband and I have gone to his functions like the city tour, the dinners, some panels, etc... and constantly come away with having met great people, learned something, and just generally having had a fun, great time. I get a little awestruck at the amount of initials behind some of the names... but that's part of the fun... some have no initials J.

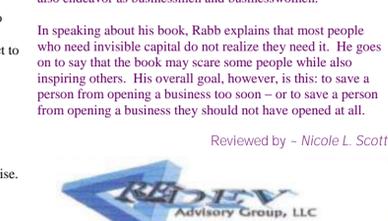
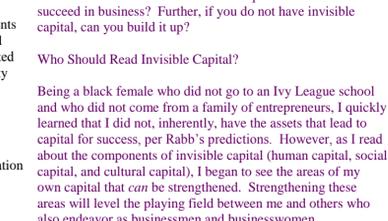
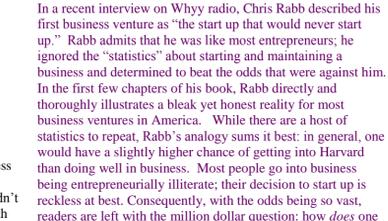
I've known him for 16 years – I've done all of his typing and mailers, etc. (and his client)... Kind of like a secretary to him mixed in with all my graphic design and promotional work of Ampersands. He was my first client and we've kept trucking along together. It's a paid membership with discounts for signing up, one thing I can tell you for sure, - I've watched people hesitate and sign up the next year or not sign up due to finances, and I always think "yeah, well, it's a lot of money or a big amount of trust" ... yet for all these years I've continued to watch the people who do join and I've seen so many (especially these days with email) letters of thanks, awards, recognition, promotions, new ventures, etc. come through from and from members – years after their initial member year and it continues to really impress me.

Sometimes I think "jeez, why suggest so and so" when I'm typing some recommendation, "when there's what's her name who just joined?" and it has always ended up because it's the best match when placement notes and news releases get made... makes me laugh because I think I should not question it after all this time.

Usually, I see new members placed on boards pretty quickly, if they are good at responding to his suggestions or following up when he recommends them and said organization contacts them... it really is about "wanting" to be involved... that's how I take it. And he just knows so many people after so many years that tons of places reach out to him for suggestions.

I don't even see half of them anymore, but I know he says it a little differently. I'm just trying to give you an overall feel for what I get out of what I see and know (and sometimes guess at) J.

Every couple of months we send out an newsletter – it gives more "life updates" and there's a section of the "newest" appointments. He writes a full news release about any appointments every time and most are published in either all - the Arizona Republic, Arizona Informant and the Business Journal, which tells more about the person appointed and the board she has joined... nice way to get your name circulated amongst people. It also gets emailed out through Marvin's contact list which is a vast and various network of people. It really is a great way to get connected, stay connected and empowered while giving back to society.



- *Tiffany Denninger, Ampersands Design and Print House, tdenninger@ampersands.net*

Couscous Salad with Honey Vinaigrette... Elaine Birks-Mitchell

I enjoy cooking ethnic foods from around the globe. One of my favorites and a favorite of my husband is Israeli Couscous Salad with honey vinaigrette sauce. You can add your favorite meat for fish to the dish to make it a meal.

- Ingredients**
- 4 cups of water
 - Salt
 - 1 ½ Cups of Couscous
 - 1 ½ tablespoons of olive oil
 - 1 small onion diced
 - 1 pound Summer Squash, cut into ½ inch cubes
 - Freshly ground black pepper
 - 1 tablespoon of finely chopped basil leaves (or you can use thyme or mint)
 - ¼ Cup Honey
 - ¼ Cup Cider Vinegar
 - ½ Cup Extra-Virgin Olive Oil
 - ½ Cup Raisins (you can use any variety of raisins)
 - 1 Pound English Cucumber, peeled, seeded and cut into ½ inch cubes
 - 3 tablespoons sliced almonds, toasted on top of stove or in 350 degree oven for 10 minutes

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A DIY System for Accelerating the Velocity of Your Career and Success

As a rising tide raises all ships, does a receding tide do the same in reverse? More than at any time in recent memory the economic engine which powers the generation of upward career momentum has sputtered or died in many industry sectors. The resulting lack of upward lift has been felt by countless individuals through extended unemployment, under employment, or at the very least career stagnation and a significant slowdown in income growth

In physics, velocity is the measurement of the rate and direction of change in position of an object. Translated, that equates to how fast something is going in a specific direction. In career terms, velocity is akin to focused momentum. The opposite of velocity is at best, stagnation, and at worst, spiraling decline.

As an executive recruiter who has specialized in working with entrepreneurs, growth companies, and the managers and executives who run them, I have had the opportunity to conduct a survey of the ingredients which clearly differentiated the people, careers, and companies that got talked about, and those which couldn't find anyone to talk TO.

A system for creating Velocity Factor™

As an overview, the system outlined below identifies eight key ingredients which I have determined through extensive observation and analysis are the factors which drive success velocity. Their interplay and the virtuous cycle they create determine the achievement of what I call Velocity Factor™.

Perspective: To create velocity, you must know or be able to do something. To know something, you must have perspective. Perspective is defined as "the relationship of aspects of a subject to each other and to a whole".

Select a specific subject, business issue, or functional area of expertise in relation to which you have or will develop more perspective than anyone else. Something about which you can eventually be THE expert.

Premise: The second element in creating velocity is your premise. Think of the premise as an idea - THE idea - translated into something tangible, and actionable.

Your premise is the concept, vision of yourself, mission statement and value proposition you will use as the expression of knowledge or perspective you have developed, to position yourself properly to be able to build velocity. This can be anything from a description of your targeted position in a professional or regional marketplace, to a stated commitment to win a Gold Medal at the Olympics, your unifying theory in particle physics, or a very humble statement of your focus.

Plan: It has often been said that those who fail to plan are planning to fail. Beyond just having a plan, what we are talking about here starts with an objective or set of objectives, flows into a vision of a path toward those objectives made up of incremental, tangible and measurable steps, and defines your strategy for achieving those steps and objectives.

Persona: Persona is an Italian word derived from Latin and refers to a kind of mask. In this context I am referring to an overall constructed impression you create utilizing your appearance, dress, confidence, energy level, sense of style, physical carriage, eye contact, sense of humor, and way of interacting, which in turn communicates your values, character, seriousness, personal brand, commitment to excellence, work ethic and much more.

Platform: You might think of the platform as a kind of podium you stand on made up of the substance of all you are engaged in doing, creating, and achieving. It's the sum total of your "story". The more substance you create to stand on, the higher the podium, the more commanding the impression you make, and the more powerful the substance of any presentation.

This starts with your family history, your upbringing, and your educational credentials, and extends to your business sector, employment and/or entrepreneurial history, customers and partners, socially conscious activities and accomplishments, impressive personal activities or milestones, track record, and reputation.

Presentation: Presentation encompasses everything from the communication tools you use to convey the substance of each of the prior factors – resume, brochure, web site, business card, social media, physical office – to your communications ability, delivery of a pitch, stand up presentation skills, and so on.

Partners: In this case partners are defined as any entity or person which would be seen as endorsing you. This includes the company employing you first and foremost or your investors if you have your own company, the individual you work for, your customers, co-workers and professional peers, advisors, friends, and any and all entities with which or with whom you have a professional or significant personal association with.

Performance: And last but certainly not least, we have the factor that many individuals would rate as THE most important in driving the velocity of success – performance. Results. The proof is in the pudding as they say. Or is it?

A cynic would say that it's not what you know it's who you know. The truth is that performance does matter. A great deal. But it's one factor among eight I have identified that I believe combined come together to determine the velocity of your success. The key thing to understand is that we all want to get there as we are going faster than ever before. Velocity is the speed component in the success equation. Work to develop each of the eight factors identified and you will see them play off of each other, helping you to attain the power and lift that comes from the synergy among them which you will find delivers the ultimate acceleration to your career and the achievement of your professional goals: the Velocity Factor™.

By William K Swartz, President and Founder, Swartz & Associates, Inc., <http://swartz.com>

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We are saddened to learn of the passing of Curtis Fonvielle McDowell, age 92. The father of BBOD Project Member Sylvia McDowell. He was very well known and highly respected as an attorney in Chicago for over 50 years, after earning his law degree from University of Chicago law School. A son of missionaries, he was a co-founder of Trinity United Church of Christ in Chicago.

PROJECT POINTS is published by the **Black Board of Directors Project**, a 27 year old advanced leadership organization. Copyright 2011.

We appreciate your help and support in recruiting new members!

If you know someone you think could benefit and contribute to society by being a member of BBOD Project, please call us or send us your recommendations.

It takes you - being engaged and standing for the cause we share - Creating a Great Tomorrow - Today!

Please email name and contact information to bbodproject@ampersands.net, call 602-234-1255 fax to 602-234-1856 or mail to BBOD Project, PO Box 45107, Phoenix, AZ 85064.