

Holiday Catalog Edition

St. Petersburg/Tampa/Clearwater
November - December 2005

The Power Broker

magazine

**Open Network.
One Power.**

Sandford L. Woods
CEO of the Bay area's
largest Black-owned
company

1st Annual Power Broker Listing

The 10 Biggest Black-owned Businesses in Tampa Bay

The Power Broker teams up with the Tampa-St. Petersburg
Metro Black Pages to bring you

The 1st Annual Holiday Catalog Edition

Black-on-Black Spending in the Bay

Attitudes and trends in Black consumer spending

Plus: 5 Tips for Staying Connected to the Black Business Sector



20th Annual Dr Martin Luther King, Jr Leadership Breakfast

Date: Monday, January 16, 2006
Time: 7:30 AM
Place: **St. Petersburg Coliseum**
535 Fourth Avenue North
St. Petersburg, FL

Dr. Robert Smith, Jr.

Keynote Speaker



Mary H. Clowers, Chair
Thomas Whitlock, Co-Chair
Dianne Speights, President

This Year's Theme:

"A day ON, not a day OFF"

January 16, 2006 • 7:30 am
St. Petersburg Coliseum
535 Fourth Avenue North
St. Petersburg, Florida

Honorary Chair:

Sue Brody, President/CEO
Bayfront Medical Center

Speaker:

Robert Smith, Jr., M. Div, Ph. D.
Associate Professor, Beeson Divinity School,
Samford University, Birmingham, Alabama

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By Reservation Saturday and Sunday

On January 16, 2006, St. Petersburg will celebrate the national
holiday honoring Dr. King's legacy of tolerance, peace and equality.

**Co-sponsored by The City of St. Petersburg
and the National Council of Negro Women**



The Holiday Catalog Edition



The Power Broker's Editor, Ms. Gypsy C. Gallardo, with Mr. Sanford Woods, CEO of the #1 ranked Black-owned business in Tampa Bay. Cover photo by B.L. Photos.

The Power Broker
magazine

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Dear Reader:

This past month, it was my distinct privilege to meet and interview the chief executives of Tampa Bay's largest Black-owned companies. If I learned anything, it was that success does not happen by accident. These CEOs have a least a half dozen characteristics in common. They are sharp, exacting, hard-working, God-fearing, family-oriented men and women who – by virtue of their energy and disposition – carry the air of being unstoppable in the pursuit of their dreams.

This edition marks The Power Broker Magazine's 6th month in print. We celebrate with the release of our 1st Annual Holiday Catalog Edition, featuring more than 100 Black-owned businesses selling everything from audio electronics to exotic imports, from fitness training to best selling books, from fashion accessories to fine wine, from auto detailing services to antique furniture, and everything in between. Please patronize them!

We also bring you the 1st Annual (first-ever) line-up of The 10 Biggest Black-owned Businesses in the Bay.

Look forward to January's headline feature: "Black millionaires in Tampa Bay: How they made it and how they spend it."

Special thanks to Pop Lancaster of B.L. Photos, and to Sherryl Cusseaux of the Tampa-St. Petersburg Metro Black Pages for contributing dozens of entries to the Holiday Catalog.

Peace and Blessings,

Gypsy
Gypsy C. Gallardo
Editor

**Open the Network.
Unleash the Power.**

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THE COMMUNITIES
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THE NEED FOR WATER
IS COMMON TO US ALL

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The Power Broker

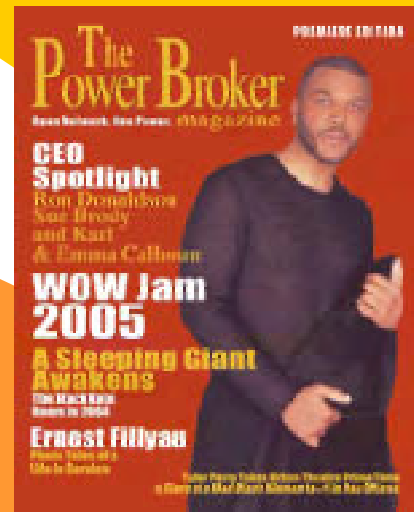
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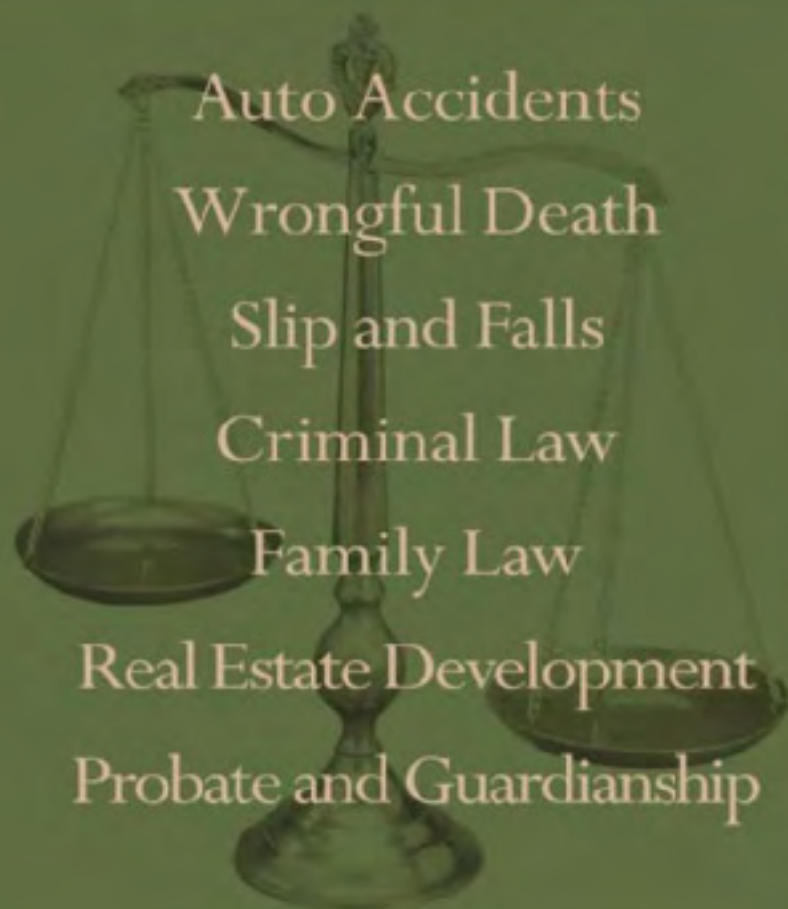
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10

Biggest Black-Owned Businesses in Tampa Bay

By Gypsy C. Gallardo

We thank the following individuals for their contribution to the search: Thomas Huggins, Lorian Williams, Theresa Jones, Carolyn Lighty, Dr. Goliath Davis, and Deveron Gibbons.

When we began beating the bushes to identify the Bay area's 10 biggest Black-owned businesses, we were unprepared for what we found.

We started the search in all the usual places, initially seeking all the firms we could find earning \$1 million or more per year. The Tampa Bay Business Journal's *Book of Lists* gave us a head start. People we considered "in the know" offered new leads. Each time we identified a CEO who would likely make the cut, we asked for their leads as well. Some folks who heard about our research called to offer more names. And by the time this article was scheduled to go to press, we discovered we had just begun to scratch the surface of a treasure trove.

Our quest to compile a ground-breaking list of the Top 10 became a near impossible feat in the writing cycle allowed for its release. We couldn't have been more pleased. In the span of 1 month, The Power Broker found 28 Black-owned firms earning \$1 million plus per year, and the biggest was far larger than we imagined. If you're standing, please be seated (we are uninsured for accidental falls) and indulge us for a minute in a 1-question quiz.

Q: "How big is the biggest Black-owned business in Tampa Bay?"

(We actually quizzed 50 readers, whose answers ranged from \$300,000 to \$10 million per year).

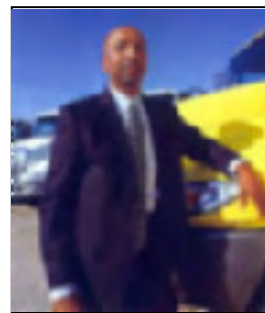
A: The biggest Black-owned firm in the Bay earned \$344 million in 2004. Full stop.

Ladies and gentlemen, The Power Broker Magazine is pleased to present the 1st Annual line-up of Tampa Bay's Biggest Black-owned firms. Our research for next year's Top 40 begins now!

Tampa Bay Business Journal 2005 Book of Lists Minority-Owned Businesses (Revenue in millions)			The Power Broker Magazine 2005 Ranking Tampa Bay's 10 Biggest Black-owned Businesses (Revenue in millions)		
Rank	Company	2003 Revenue	Rank	Company	2004 Revenue
1	CarePlus Health Plans (Hispanic owned)	\$400.0	1	S.Woods Enterprises Sanford Woods, CEO	\$344.0
2	Sanwa Growers (Asian owned)	\$64.0	2	Sun State Int'l Trucks, LLC Oscar Horton, CEO	\$80.5
3	Sun State Int'l Trucks (Black owned)	\$80.0	3	PenGeo, Inc. George Tinsley, CEO	\$40.3‡
4	Electric Machinery Enterp. (Hispanic owned)	\$46.0	4	Curtoom Companies Paul Curtis, CEO	\$11.5†
5	The Bernd Group (Hispanic owned)	\$28.0	5	Commercial Bedding Carl Calhoun, CEO	\$5.6
6	Arroyo Process Eqpmnt (Hispanic owned)	\$24.0	6	AaSys Group Tony Coleman, CEO	\$5.0
7	The Diaz/Fritz Group (Hispanic owned)	\$22.6	7	Manzi Metals Barbara Manzi, CEO	\$4.2†
8	Paul J. Sierra Construction (Hispanic owned)	\$16.5	8	NuJack Development Frank Kendrick, CEO	\$3.2
9	Apex Office Products (Hispanic owned)	\$13.3	9	R.E.A. Remedial Solutions Kevin Simmons, CEO	\$3.1
10	A&A Electric Services (Hispanic owned)	\$12.0	10	Tama Broadcasting Dr. Glen Cherry, CEO	\$3.0
			† 2003 revenue ‡ Derived from 2004 average store sales		

The Power Broker Magazine's ranking is based upon self-reported income, and published rankings by Black Enterprise, and the Tampa Bay Business Journal's *Book of Lists*, "Minority Owned Businesses" (2004, 2005), which likewise uses self-reported income to compile its annual list. To order the Book of Lists, or to submit your business as a candidate for annual rankings in 2006, visit www.bizjournals.com/bookoflists/tampabay/ or call 1-800-486-3289.

We applaud the following companies, some of whose annual revenue put them solidly in the Top 10, but who were not profiled in this edition: Manzi Metals - CEO Barbara Manzi (#20 on TBBJ's 2005 List of Minority Owned Businesses), Sol Davis Printing - CEO Sol Davis, Horus Construction - CEO James Graham, Denson Construction - CEO Pete Denson, Southern Telecom - CEO Carol Colvin, Megabyte Int'l - CEO Mark Lindsey. We also cover 2 companies who are on track to be contenders for the Top 10 in 2006: Anika Laboratories - CEO Lamont Kennerly and Rouson & Dudley, P.A. - Managing Partner Darryl Rouson, Esquire.



See who made the list for 2005? ►

#1:

S. Woods Enterprises, Inc.

Mr. Sanford L. Woods is in a league all his own. Not only is he #1 on The Power Broker's line-up of the 10 Biggest Black Businesses in the Bay. His is the largest Black-owned enterprise in the State of Florida, and the 15th largest African-American owned business in the United States. Much like his counterparts on The Power Broker Top 10 list, he began his career as a management trainee for a corporate giant, invested blood, sweat and tears into honing his trade, then struck out to become a giant in his own right.

Today Mr. Woods is President of eight automobile dealerships in Florida, Georgia, South Carolina, and Michigan which together grossed \$344 million in 2004.

Chrysler Corporation had the good sense to hire Mr. Woods in 1973, and promoted him a record four times within five years. Chrysler soon discovered his talent for revving up underperforming sales districts, and promoted him to one of the company's major hubs in 1978 – the "Zone" office in Denver, Colorado.

Woods would eventually learn the business from the outside-in, holding three mid-management staff positions in the Denver Zone (Truck Manager, Business Management Manager, and Field Operations Manager) before being promoted to Regional Manager of Chrysler's Import Operations in 1982 and to Chrysler's Headquarters in 1983, where he handled Dealer Placement activities for the Western half of the United States.

By the end of his next three-year stint with the corporation, Chrysler executives were chanting "Knock on Woods." He and a small band of successful managers were dispatched to the nation's hot spots for automotive sales to help the company rebound from sluggish sales during one of the worst recessions

Sandy Woods, CEO of S. Woods Enterprises, Inc.



Sandy Woods (right), with Roy Binger, City President for SunTrust Bank in St. Petersburg, (left), and Daniel Mahurin, Chairman, President and CEO of SunTrust Bank (center) at the Vinoy Hotel, November 18, 2005. Mr. Woods serves on the bank's Board of Directors.

Mr. Sanford L. Woods
CEO



in modern history. He was assigned to Chrysler's largest sales Zone in Washington D.C., where his midas touch worked again. In 1987, Chrysler called him back to its Detroit headquarters to assume control of the company's National Minority Dealer Development Program.

On July 31, 1989, Mr. Woods ended his 16-year career with Chrysler to form Brandon Dodge in the Tampa Bay area. Inside of 15 years, he acquired and founded 7 other dealerships, capping off his local holdings with the acquisition of Brandon Volkswagen in February 2005. Woods was recently awarded two new franchises: a new Infiniti dealership already under construction in Ann Arbor, Michigan, and a new Lexus franchise, for which his company is currently acquiring land.

In addition to his automotive holdings, Mr. Woods is a shareholder in two collision centers in Tampa Bay and a large real estate development in the Orlando area. He ventured into the restaurant business this year, with the November 7th opening of his first Popeyes Fried Chicken & Biscuits franchise in Albuquerque, New Mexico, co-owned and operated by two of his childhood friends. In July of this year, Woods secured an agreement for seven additional Popeyes franchises.

Mr. Woods is an annual fixture on Black Enterprise Magazine's B.E. 100 for Auto Dealers, this year ranking as the fourth largest Black-owned automobile dealer in the nation. His corporation is the undisputed #1 on the Power Broker's 1st Annual line-up of Tampa Bay's 10 Biggest Black-owned Businesses.



Mr. Oscar Horton

**CEO, Sun State Trucks
International, LLC**



Oscar Horton featured on the cover of *Minority & Women in Business Magazine* in December 2002. Within two years of acquiring Sun State International, Horton had already blazed a trail toward record sales. He has nearly doubled the firm's revenue since the year 2000.

#2 Sun State International Trucks, LLC

Mr. Oscar J. Horton is one of the Bay area's business heavy weights by any standard. He took the driver's seat as president and CEO of Sun State International Trucks after acquiring the business in January 2000, and has since doubled the firm's revenue to \$80.5 million in 2005. How did he do it? The old fashioned way: "quality products, at fair prices, supported by exceptional customer service."

"A major factor in our success," says Mr. Horton, "is the involvement of our employees in every facet of the business." Taking a page from the book of CEO icons like Jack Welch, Horton insists that each of his operating divisions function as though responsible for its own bottom-line. Executives submit monthly budget and profit projections. All employees operate on a monthly plan. Mandatory morning meetings keep the company on track toward its goals. And come month-end, each division chief reviews his or her individual income statement. Horton also requires his employees to complete a four-hour management course, specifically designed for Sun State, to bone-up on the dynamics of the firm's cash flow, income statement, and budgeting requirements.

His methods are extremely productive, if unorthodox. Besides the company's stellar growth in revenue, Horton is credited with transforming Sun State's Tampa, Sarasota and Central Florida operations into customer-focused, profit-driven organizations that aggressively reinvest profits to fuel future growth. And, according to quarterly internal surveys, employee moral has never been higher.

Mr. Horton tells *The Power Broker*, "I knew Sun State would be on track once employees grasped an understanding of the bottom-line."

Though his unyielding focus and clockwork-style management met with early resistance from some staff, Horton proudly notes that his benchmark was met in 2004 when 90% of employees answered 'yes' to the question: "Do you understand the goals and objectives of the company and your business unit?"

Prior to acquiring Sun State, Horton logged 25 years of experience at International Truck & Engine Corporation, where he ultimately served as Vice President and General Manager of its \$200 million foundry business, overseeing 1,500 employees in manufacturing, sales, marketing, finance, engineering, human resources, quality and information technology. Under Horton's strategic direction, the foundry business reached new levels of profitability and efficiency.

Originally hired as a financial sales representative for International's Finance Corporation in 1974, Horton's hallmark efficiency and enviable "people" skills quickly elevated him to Operations Supervisor in the firm's Memphis operation. From there he rose through the ranks in numerous roles that equipped him for entrepreneurship.

Horton's success story is now the stuff of legends, with his acumen recorded in the pages of *Business Week*, the *Maddux Report*, *Black Enterprise*, and *Diversity, Inc.* Sun State was ranked #34 in the nation by *Minority Business News USA* in 2004, #48 in *Black Enterprise Magazine's* Top 100 Industrial Companies in 2005, and within the *Tampa Bay Business Journal's* Top 5 Minority Businesses in West Central Florida for 5 years running. *The Power Broker Magazine* proudly names him #2 on its inaugural list of Tampa Bay's 10 Biggest Black-owned Businesses.

#3 PenGeo, Inc.

Mr. George Tinsley, Sr. is a master of the triple threat position – in life, basketball and business. He is CEO of PenGeo, Inc., Tinsley Group, Inc. and Tinsley Family Concessions, collectively Tampa Bay's 3rd largest Black-owned enterprise, and one of the fastest growing independent restaurant conglomerates in the nation. He credits his roots on the basketball courts of the impoverished Smoketown neighborhood in Kentucky for teaching him life's most valuable lesson: always be prepared to shoot, pass or dribble the ball.



George Tinsley, Sr. CEO

Abandoned as a baby and reared in poverty by an elderly babysitter, Tinsley's talent was as undeniable as his stardom. He was recruited on scholarship to Kentucky Wesleyan College in 1966, and as a freshman led the team to the first of 3 Division II NCAA National Championships. He quickly earned the rep of being a "defensive demon," and would take the Panthers on to 2 national titles in 1968 and 1969, for which he was twice named All-American, selected as an alternate to the 1968 U.S. Olympic Team, and would soon be drafted to the old American Basketball League to play for the Oaks, Washington Capitals, Miami Floridians, Kentucky Colonels and the New York Nets.

In triple threat tradition, Tinsley was already prepared to pursue other options when his 3-year tour with the ABA ended in 1972. He had graduated from Kentucky Wesleyan on the dean's list and was the first African-American to receive the prestigious Oak and Ivy Award for academic achievement. Tinsley transitioned his talent for team management to the corporate sector, beginning with an 8-year management career at Kentucky Fried Chicken Corporation where he paved the way to his first franchise in 1984.

Within 5 years he had acquired and built 5 more franchises and in 1989 was named KFC's Premier Operator, the highest honor presented to franchisees. Mr. Tinsley's holdings now span 45 restaurants, including KFCs, TGI Fridays,

6 Starbucks, 6 Pizza Huts, Jose Cuervos, Quiznos and Home Team Sports Bar and Grill. Though he doesn't publicize his annual earnings, Mr. Tinsley confirms to the Power Broker that his franchises all perform at or above the national average (KFC reported average store sales of \$890,000 in 2004).

After 21 years of entrepreneurship, Tinsley holds as many records in business as he did in basketball. He was honored as KFC's Premier Operator for a second time in 1994. His TGI Friday in Tampa has won the "Highest Domestic Franchise Sales" award 3 times since 1999, and the "Domestic Franchise of the Year" award 3 years straight from 1999 to 2002. Tinsley was named Florida's 1999 Minority Entrepreneur of the Year, was inducted to the Kentucky Wesleyan Alumni Hall of Fame in 2005, and is ranked #3 on the Power Broker Magazine's 1st Annual list of Tampa Bay's Biggest Black-owned companies.

#4 Commercial Bedding Co.



**Carl &
Emma Calhoun**

Carl and Emma met at Alabama State University in 1969, quickly became college sweethearts and married in 1971. After undergraduate school and 4 years in the Air Force, Carl received his MBA degree from Clarke-Atlanta University. Emma received her MS from Tuskegee Institute University in 1976. Carl was a banker and Emma a biology teacher until Carl decided he wanted to own and operate his own business. In 1982, when Carl purchased The Commercial Bedding Company in Clearwater, Florida, the company had 6 employees operating from a 5,000 square foot industrial warehouse. Today, Commercial Bedding is on track to become a national leader in the bedding industry, supplying mattresses to 26 universities, dozens of hotels, cruise lines and designers throughout the U.S., and mattress-buying powerhouses like Disney World, which recently placed a 4,000-unit order for delivery by year-end.

Carl and Emma attribute their success to their focus on "God, family, and education." Indeed, it was Carl's expertise in marketing and finance that helped triple

the firm's sales and capacity within 4 years. The growth spurt forced two new moves in 1986. The company moved into its own 18,000 square foot facility and Emma retired from teaching to oversee the firm's accounting and management functions. Carl, now free to focus on sales, built a portfolio of clients that eventually outpaced the firm's round-the-clock production capacity. The company moved again in 2004, this time into a 50,000 square foot building with 60 employees producing 600+ mattresses per day.

Commercial Bedding was recently awarded Preferred Vendor status for America's Best Value Inns, making it one of two mattress manufacturers nationwide with preferential selling position among all Best Value hotels in the United States and Canada. In March 2006, it will furnish mattresses for the first dormitory to be built on the University of South Florida's St. Petersburg Campus. The firm was named Pinellas County's 2005 Minority Business of the Year, and is ranked #4 on The Power Broker Magazine's list of the 10 Biggest Black-owned Businesses in the Bay. The couple count as their greatest achievement, maintaining a successful, happy marriage for 34 years.

#5 AaSys Group, Inc.



Mr. Tony Coleman CEO

Tony Coleman is co-founder and president of AaSys Group, a system integration and bank consulting firm headquartered in Tampa, Florida. Like his peers on the Top 10 list, Mr. Coleman charted his track record of success in the corporate sector before making the trek into entrepreneurship.

When he decided to venture out, America was riding toward the pinnacle of an information technology boom. While, over the next 10 years, many in the industry would fold or scale back investments in new technologies, Mr. Coleman was moving 'ahead of the curve.' Fortunately for him, and the 33 professionals now in his employ, AaSys Group discovered a growing niche and got in on the ground floor.

After earning his BS in Business Management from Florida Southern College in 1975, Coleman began a sales career with Xerox Corporation that spanned a dozen years and half as many promotions. As far as sales people go, Coleman was a CEO's dream. He grasped the complexities of system design as readily as he understood the bottom-line.

His talent wasn't lost on Bob Vlastic of Vlastic Pickles and then Chairman of Campbell's Corporation, who was scouting the market for top gun executives to launch a new company. Vlastic recruited three executives in 1987, including Coleman, offering him an equity position and the VP of Marketing spot with O/E of Florida, later to become Bay Resources, Inc.

The young veteran invested the next 5 years growing Bay into one of the leading computer reseller and system

integrators in central Florida, serving clients such as SunTrust, Honeywell, and Chase Manhattan.

Having built one company from the ground-up, Coleman was prepared to build his own. In 1992 he and a long-time mentor from his days at Xerox formed the AaSys Group. In 1998, they took notice of the record number of denovo banks opening in Florida, and decided the iron was hot for a specialized breed of systems integration. After their first successes in the emerging field, AaSys expanded in 2001 to offer bank consulting services that have since helped open 25 denovo banks in Florida, Georgia, and Tennessee, and which currently support 100 community banks with IT and consulting services. AaSys is now the consultant of choice to new banks throughout the Southeast United States.

When Mr. Coleman isn't busy designing a corporate IT network, he spends time building the Bay area's business network. He is a past member of the Board and a past executive committee member of the Greater Tampa Chamber of Commerce, and served as a two-term chairman of its Emerging Business Council. AaSys ranks #5 among The Power Broker's 2005 list of Tampa Bay's Biggest Black-owned Businesses.

Mr. Frank Kendrick



Mr. Frank Kendrick earned a Bachelor's degree from the nation's #1 ranked School of Building Construction at the University of Florida, and hasn't stopped reaching new heights ever since. He is president and CEO of NuJak Development Corporation, a real estate development and management firm ranked among the top 25 Minority-Owned Businesses in Tampa Bay for the past three years.

Mr. Kendrick founded NuJak in 1992, after working with Kimmins Contracting for two years as a Construction Superintendent and completing the construction of over 400 multi-family apartment units in west and south Florida. His vision for NuJak has so far expanded into three corporations. NuJak Construction, averaging \$3.5 million for the past four years, is currently constructing projects in Bradenton, Orlando, Ocoee, Arcadia, West Palm Beach, Belle Glade and throughout Polk County. Gross Revenues are expected to exceed \$5 million in 2006. NuJak Properties, a real estate management and brokerage firm, now manages \$2.5 million in real estate ranging from multi-family homes to retail and commercial office buildings. His newest addition, NuJak Development, Inc., is already in the planning stages of \$30 million in commercial and housing projects in low-income communities throughout Florida.

Mr. Kendrick is also fond of building business capacity in the local market. He founded the Minority Contractor Association of Central Florida, (currently the Central Florida Diversity Council) in 2000 and served as its president for 4 consecutive years. He is a past Board Member with the Polk County Builder's Association, and currently serves as the Director of Diversity and an Executive Board member for the Lakeland Chamber of Commerce. NuJak received the 2005 Minority Business of the Year Award by the MED Week Committee of the Tampa Bay Area, appeared in 2004 as #23 on the Tampa Bay Business Journal's list of the 25 largest Minority-Owned Businesses in Tampa Bay, and ranks #6 on The Power Broker Magazine 2005 line-up of the Biggest Black-owned Businesses in the Bay. At age 37, Frank and his wife recently celebrated "millionaire" status and still say..."the best is yet to come!"

#6 NuJak Development

He had reached the pinnacle of his field before returning to the trenches to found his own firm. Mr. Kevin Simmons is president and Managing Partner of R.E.A. Remedial Solutions, LLC, a Tampa Bay area firm specializing in environmental remediation, civil construction, and re-imaging for land being used in commercial development.

Mr. Simmons learned the technical acumen and business bottom-line of environmental remediation from Westinghouse Environmental Services, a division of Fortune 50 company, Westinghouse. In 1990, he and Joe Scech, now Vice President of Remedial Solutions, were recruited from OHM to help Westinghouse develop its Florida market and presence. When they started, the firm had 10 employees in the Tampa area. By the time Westinghouse decided to divest its environmental interests in 1998, it had 230 statewide. Four of them, including Simmons and three of his colleagues, struck out to form Remedial Solutions. Seven years later, the young quartet of environmental clean-up aficionados is still in the game, rendering services to major projects and clients like the Leroy Selman Expressway, MacDill Air Force Base, Skanska, Cone & Graham Construction, Beck Contractors, and most recently, Airside B at Tampa International Airport.

While Phase I environmental assessment and remediation continue to be the firm's bread and butter, Mr. Simmons is busy spearheading a new niche in the industry – combining engineering services to redress environmental impact that slows new construction, with the general contractor services needed to build commercial projects.

Although technically classified as a disadvantaged business, Mr. Simmons notes that their “business model has always been to offer superior technical services on par with those being offered by majority owned companies.” His formula is working. Remedial Solutions has grown 20% per year since 2002 and grossed \$3.1 million in 2005. The firm ranks #7 in this inaugural line-up of Tampa Bay's Biggest Black-owned Businesses.

#7 R.E.A. Remedial Solutions



Mr. Kevin Simmons
CEO

#8: Tama Broadcasting, Inc.

Dr. Glenn Cherry
CEO



Dr. Glenn W. Cherry is President, CEO and Chairman of the Board at Tama Broadcasting, Inc., by far the largest Black-owned media business in Tampa Bay, the biggest in Florida, and the fifth largest Black-owned, independent radio conglomerate in the nation.

Dr. Cherry got his start in media during high school when he sold advertising for his family-owned and operated newspaper. He broke from the industry only briefly to graduate from Morehouse College, earn a Doctor of Medicine degree from Tuskegee University, and spend four years as an active duty Captain in the U.S. Air Force.

In 1989, he and his brother, Attorney Charles Cherry, acquired their first radio station, WPUL AM 1590 in Daytona Beach, Florida, followed by WCSZ AM 1070 in Greenville, South Carolina, and WTMP AM 1150 in Tampa, Florida in 1997. He moved to Tampa as General Manager of WTMP and, inside of 4 years, grew the station's revenue from \$500,000 to \$2 million and net profits from a loss of \$150,000 to over \$500,000. In 2002, Tama acquired WTMP 96.1 FM in Tampa and expanded into the Jacksonville market with WHJX 105.7 FM.

In 2003, Tama became a cluster in Jacksonville by acquiring WSJF 105.5 FM, WJSJ 105.3 FM and WOKF 92.5 FM. Tama continued its regional growth in 2004 with acquisitions in the Savannah, GA market of WSSJ 92.3 FM, WMZD 100.1 FM and WSGA 104.7 FM.

Tama Broadcasting is on track to gross \$3 million in 2005. As Dr. Cherry transitions from what he calls “early stage acquisition,” the firm is expected to double revenue over the next three years. Tama ranks #8 on The Power Broker's 2005 roster of the Biggest Black-owned Businesses in the Bay.

#9 Anika Laboratories, Inc.



**Mr. Lamont
Kennerly
CEO**

Lamont Kennerly was on the fast track to law school when a twist of fortune landed him a position as a sales representative for Pro-Line Hair Care. After graduating from the University of Cincinnati with a degree in History and African American studies, Kennerly intended to put his law degree on hold temporarily while he pursued his passion for promoting Black beauty products. His success in the field flourished and Mr. Kennerly soon found himself on the path to executive leadership in the African-American hair care industry.

He left Pro-Line to become a Manufacturer's Brokers Representative with F.M.L. Brokers, Inc., where he represented some of the top ethnic hair care lines in the nation, including Soft Sheen, World Of Curls, and American Beauty Products. From there, he and a partner launched K&C Sales, Inc., representing Carson

Products, Always Natural and Vigorol Products Company. Kennerly spent 11 years building a thriving brokerage before embarking on his current endeavor.

Lamont Kennerly is now the President and Founder of Anika Laboratories, Inc., a Tampa-based company founded in 1991 to manufacture and market a unique line of baby products specifically formulated for African-American babies called Soft & Precious Baby Products.

As of the close of its most recent fiscal year, Anika Laboratories stands at \$2 million in sales and is distributing its products to the nation's leading retailers, including Wal-mart, Kroger's, Walgreens, CVS, Food Lion, Kash n' Karry, Sweetbay and select Family Dollar stores.

Anika is ranked #9 on The Power Broker's run down of the Bay's biggest Black-owned firms.

#10: Rouson & Dudley, P.A.

**Attorney Darryl Ervin Rouson
Senior Partner**

Darryl Ervin Rouson has earned a reputation as a trailblazer – in business and community. In 1981, he became the first African American prosecutor in Pinellas County. In 2005, he was appointed the first Chairman of the newly formed Substance Abuse and Addictions Task Force for The National Bar Association. In the space of the 24 years in between, he recovered his life from a 16-year battle with drug addiction, and has re-emerged as one of the Bay area's most successful businessmen.

In addition to managing a thriving law practice, Attorney Rouson is the Immediate Past President of the St. Petersburg NAACP and is credited with re-igniting the branch as a force in community development. Under his leadership from 2001 to 2005, membership doubled as Mr. Rouson spearheaded one high-profile victory after the next. His crusade against the sale of drug paraphernalia landed him in jail when he was arrested for petty theft of 11 glass tubes (aka crack pipes) from a local convenience store. His self-financed 24-hour Gun Buy Back was soon replicated by Bradenton's NAACP. His successful lawsuit against a land-owner for neglect in a blighted area became the touchstone for a series of events that led to Midtown's first multi-million commercial investment in 30 years.

These days, he is investing more of his time and talent into building his law practice in the areas of real estate development, criminal law (federal and state), and personal injury. Mr. Rouson has counseled and co-counseled on small to multi-million dollar cases. His firm was recently hired to negotiate a contract for 200 acres of land in the Bahamas, requiring his appearance before the Bahamian Supreme Court. He is presently representing developers in the purchase of 242 acres in South Carolina.



Attorney Darryl Rouson pictured with President George W. Bush in 2004.

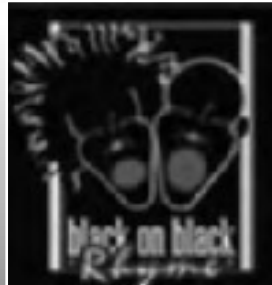
Mr. Rouson is also a noted trial lawyer in criminal and complex civil cases. He has appeared as an analyst and consultant on CNN, CourtTV, ESPN, FOX News, Rita Crosby Live & Direct and Kathy Crier Live TV. Attorney Rouson was named to the Tampa Bay Business Journal's 2005 list of 20 prominent lawyers. His is the largest Black-owned law firm in Pinellas County, and weighs in as #10 on The Power Broker's 2005 line-up of the Biggest Black-owned Businesses in the Bay.

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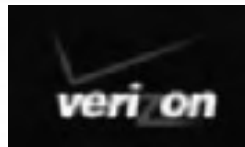
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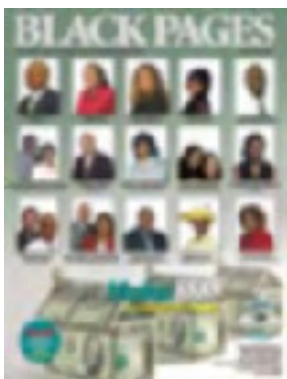
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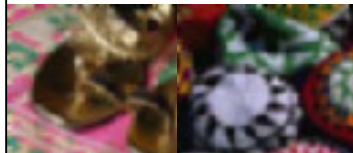
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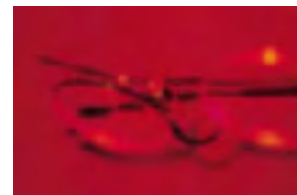
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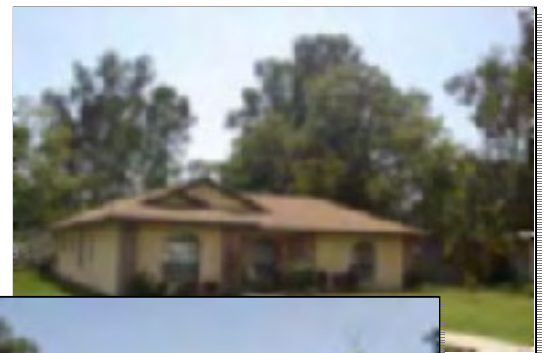
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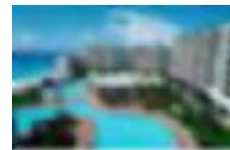
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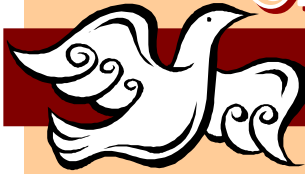
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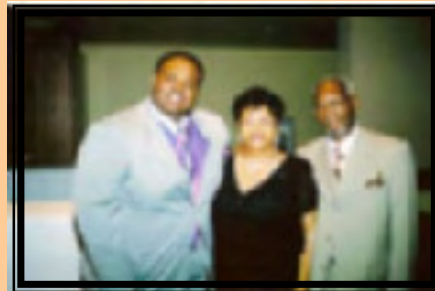
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Black-on-Black Spending

Attitudes and trends in Black consumer spending with Black-owned firms

A dollar spent in Chinatown multiplies 7 times before it spends its way through the local economy. A tourist buys won ton soup with dollars used to employ a chef who pays it in rent to a Chinese landlord who spends it on payroll to his Chinese super.....and so on. A single dollar does the rounds to create 6 brothers who grease the wheels of local commerce.

Economists call it the Multiplier Effect, a measure of the income generated when a dollar enters the economy. Studies show that tightly integrated ethnic communities like Chinatown often produce exceptionally high rates of multiplication.

African American Attitudes about spending money with Black-Owned Firms

On the surface it seems obvious why residents in areas like Midtown don't spend much of their income with Black businesses in the community. So few of the goods and services we buy are sold by African Americans. We own fewer homes and pay more rent to landlords who live elsewhere. Our utility bills are paid to corporations. We buy the lion share of our groceries, clothes and retail products from stores outside the community. More of our paychecks are drained by payday lenders and rent-to-own retailers. Beyond that, not many of our low-income brothers and sisters have much more to spend.

But there are other reasons Black folks have tended to limit their spending with Black-owned businesses, even at the middle class level and among Black business owners themselves, who have higher discretionary incomes than the average Midtown resident. A Power Broker survey of 100 African Americans in South St. Petersburg uncovered some of them.

While 53% of all survey respondents confirmed that they "buy from black-owned businesses whenever possible," or at least "try to," nearly 48% of them acknowledged being hesitant to do so in the past for various reasons.

Where do we stand in the Black community? A lot closer than many of us think. Until as recently as the 2000 Census, it appeared Blacks still lagged behind other ethnic groups in buying from businesses within the group. In contrast to Chinatown, of every dollar earned by a resident of the Midtown area of St. Petersburg (a predominantly Black, low-income community), only an estimated 29 cents was spent inside Midtown. A single dollar sputtered to a halt before it got out of the gate to economic growth.

But a lot has happened in the space of five years that may move black-on-black spending in the Bay to a critical mass within the next half decade (continued next page).

A Power Broker Survey

Question #1

Some African Americans have a "mind-set" or policy about buying from Black-owned business. If this applies to you please indicate which of the following best fits your thinking.

I buy from Black-owned businesses whenever possible	38%
I try to when possible, but don't go out of my way	15%
I avoid doing business with Black-owned businesses	6%
I have tried to in the past but don't go out of my way	11%
I don't have a preference either way	23%

Question #2

If you have been cautious about doing business with Black-owned firms in the past, please indicate why (select more than one reason, if appropriate).

I've been burned by a Black-owned business in the past	22%
Prices are higher than mainstream businesses	9%
I have found their products or service unsatisfactory	10%
Their inventory and selection are limited	31%
(Total respondents to Question 2: 48 out of 100)	

Question #3

What would inspire you or aid you in doing more business with Black-owned firms?

Larger or better inventory of products	28%
Lower prices	32%
Better service	8%

Survey conducted June 2005

#1 Black business ownership soars

According to the most recent data by the U.S. Census Bureau, between 1992 and 1997, Black-owned businesses grew by 6.4% annually, **more than two times the rate of businesses overall.** If you bought your next car from the Brandon Dodge dealership, and grabbed a bite at T.G.I. Friday on your way to a flight at Tampa International Airport, and purchased Soft & Precious Baby Products during your next trip to Wal-Mart, you would be spending money with black-owned businesses at a level that would not have been possible even a decade ago.

#2 African Americans making and spending more

The latest data show that Blacks collectively earned \$679 billion in 2004, and continue to spend more than their white counterparts in most retail categories. (Source: "The Buying Power of Black America," 12th Annual Report by Target Market News, 2005).

Expenditures for All Black Households for 2004

Apparel Products and Services	22.0 billion
Appliances	1.7 billion
Beverages (Alcoholic)	2.3 billion
Beverages (Non-Alcoholic)	2.7 billion
Books	257 million
New and Used Cars and Trucks	28.7 billion
Computers and Related Equip.	2.0 billion
Consumer Electronics	3.7 billion
Contributions	11.4 billion
Education	6.0 billion
Entertainment and Leisure	2.2 billion
Food	53.8 billion
Gifts	7.1 billion
Health Care	17.9 billion
Household Furnishings & Equip	10.7 billion
Housewares	596 million
Housing and Related Charges	110.2 billion
Insurance	16.6 billion
Media	6.3 billion
Personal Care Products & Svcs	6.3 billion
Sports and Recreational Equip.	475 million
Telephone Services	14.0 billion
Tobacco Products	2.4 billion
Toys, Games and Pets	1.6 billion
Travel, Transportation and Lodging	4.6 billion

Source: The Buying Power of Black America 2005. Figures in dollars.

#3 Sweetbay and other corporate giants boost black-on-black spending with inner city investment

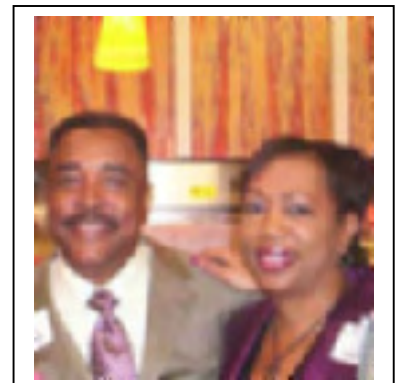
When other supermarket giants couldn't calculate the dollars and sense of locating in "inner city" areas, Sweetbay's executive leadership saw opportunity. The chain formerly known as Kash n' Karry opened stores in two of the Bay's most blighted communities - Tampa Heights and Midtown.

As it turns out, business is good for both Sweetbay and the community. According to a marketing executive with the corporation, its Tampa store performs at the top of the chain, while Midtown is maintaining above average sales. At the same time, Sweetbay's store management strategy is shaping up to be a boon for black-on-black spending.

When 97% of store staff are African American and the vast majority live locally, Sweetbay stores are actually sweetening the bottom-line for low-income communities on both sides of the Bay. By how much? About \$3.1 million per year in the Midtown area alone (Source: Tampa Bay Regional Planning Council "Economic Impact Analysis," 2003).

The marginal impact to black-on-black spending is substantial, all the more because Sweetbay's staff is made up of mainly entry-level and semi-skill positions. The store's hiring of local residents will inject an estimated \$1.3 million in new income each year into Midtown's low-income households. Chances are good, according to the U.S. Bureau of Labor Statistics, these workers will spend a larger share of their income on retail goods available in the local market than will their middle-income peers.

Larry and Bettye Newsome pictured here at the grand opening reception for the Midtown Sweetbay. Larry is CEO of Urban Development Solutions, Inc., the developer of Tangerine Plaza, where Sweetbay is anchor tenant. Betty owns Capri Real Estate Corporation, which specializes in home buying in Midtown and beyond. November 3, 2005.



Shop Sweetbay in Midtown:

1794 22nd Street South
St. Petersburg, FL 33712
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Bakery orders, pharmacy

Shop Kash n' Karry in Tampa Heights:

805 E. Dr Martin Luther
Tampa, FL 33603
813-301-0210
Bakery orders, pharmacy

The Network Source

Here's the latest from across the Bay. Submit your news, views and events at reachout@powerbroker magazine.com.



Governor Jeb Bush announced on November 18th "State Spending with Minority Businesses Continues to Climb." A statement to attendees of the Minority Business Matchmaker Conference cites a 263 percent increase in minority spending since 1998-1999. During fiscal year 2004-05, state government spent \$693 million with certified women and minority-owned businesses, of which \$547 million was invested by the Governor's executive agencies.

If you know of anyone 18-28 years old who is interested in nursing, contact Ms. Beshon Smith at the University of D.C., offering **FREE tuition and books**, a \$250 monthly stipend, and job placement as a nurse at Providence Hospital with a starting salary of \$40,000. Call: 202: 266-5481.



Clearwater-born writer, **Barbara Sorey**, announces publication of her first book, titled "Know Where You Going? You Gotta Know Where You Been!," the true story of a search for family beginnings. The book will be available at major book stores, including Barnes and Noble, in early 2006, but can be purchased now online at iUniverse.com.

What's Happening in the Bay?

Find out from the source, Mr. Eric Sturm. Sign up for **Weekly Option**, a run down of events all over Tampa Bay - from live music to art to networking and family fun. E-mail to receive: Esturm2@tampabay.rr.com



100th Church Anniversary 2005 McCabe United Methodist Church of St. Petersburg

Founded as McCabe Methodist Episcopal Church in 1905, McCabe celebrated its 100th anniversary this November 2005. To send congratulations or other correspondence, address them to:

Reverend Dwayne J. Craig, M.Div., Th.M.

2800 26th Ave. So.
St. Petersburg, FL 33712
727-867-5287



Employment, Opportunities & Grand Openings

Contractor Opportunities: The U.S. Department of Commerce operates a website to promote contracting opportunities for Minority Owned and small businesses who desire to bid on disaster recovery contracts in the Gulf Coast region. Visit the site at www.RebuildingTheGulfCoast.gov.

Retail Positions: Sears, Roebuck & Co is hiring at the following locations: Tyrone Square Mall, Countryside Mall, Town Center Mall and Westshore Plaza. Positions available include Automotive Sales, Cashier, Consultative Sales Associate, Customer Assistance, Loss Prevention, Mechanic/Technical, Receiving Merchandise Pick/Up, Tire Installer and more. Apply online at www.sears.com or visit the store location.

Intern Needed: The Tampa Bay Lightning and St. Pete Times Forum is seeking candidates for the position of Community Relations Intern (Spring 2006). If you or someone you know is interested, please go to the team's website for more information:

<http://tampanh.teamworkonline.com/teamwork/jobs/>

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IMPACTS introduced its services at an information session for potential clients and partners this past November 7th. IMPACTS is a professional services firm dedicated to helping public and private organizations design, enhance, and manage current and new programs that improve the quality of life for youth and adults. For more info call: 813-323-2878 or visit the firm at www.impactingteams.com.

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The **Tampa Bay Round Table** has the potential to become a runaway hit with local business people and professionals. Round Table Luncheons have featured local power players like Renee Benton, President/CEO, Tampa Bay Workforce Alliance, Darryl Rouson, Past President of the St. Petersburg NAACP, Ed Johnson, Director of East Tampa Economic Development, and others. Add your name to the list to receive monthly notices. E-mail felicia@impact-communications.com or leave your details on the TOBA line at (813) 874-8622.

Stay in touch with the latest products and services offered by Black-owned businesses in the Bay. Here's how:

1. The Black Pages

When you reach for the phone book to find local businesses, make it a point to pick up the Black Pages as well. Pick up a copy of the **Tampa-St. Petersburg Metro Black Pages** (www.dsiblackpages.com) and order your **Tampa Bay Black Business Directory** (www.tampabayblackbusiness.com) then subscribe to **The Power Broker Magazine** for the latest news on Black-owned businesses in the Bay: (www.powerbrokeromagazine.com).

2. The Network

When looking for contractors, professional service providers and business needs or when seeking or promoting business opportunities, tap into a growing network of Black professionals and businesses who stay in touch and stay up to the minute using e-mail. Send your request, announcement, question or opportunity to Carolyn Lighty at clighty@tampabay.rr.com.

3. The FMSDC

The **Florida Minority Supplier Development Council** is one of 39 regional affiliates of the National Minority Supplier Development Council, which collectively serve 15,000 certified minority business enterprises across the country. The FMSDC serves the entire West Coast of Florida. When in search of a business partner or vendor, contact the FMSDC at 407-245-6062 or visit www.fmsdc.org.

4. Your Local Scene

If you want to connect with more Black-owned firms, go to where they gather. Here's the latest line-up of opportunities.

The **Tampa Academy of Hope** and its President, **Mr. James Evans**, continue to host slam-dunk networking mixers month after month, with special guests and themes that keep bringing new personalities to the party. November's event drew the Bay area's Black doctors. December's festivities bring together the Black financial community and all its finest. Join the Bay area's realtors, investors, bankers and financiers on December 8th from 5:30 to 7:00 pm at the offices of **THE EQUITY RESOURCE GROUP, INC.**, the only African American owned mortgage lender in Downtown Tampa (1000 North Florida Ave.)



**Mr. James Evans
CEO**

Tampa Bay Academy of Hope

Add yourself to the list of invitees. E-mail Mr. Evans at jevans@tampahope.com.



Small business owners enjoy lunch at the St. Petersburg Chamber's recent Minority Business Development Conference.

The **St. Petersburg Chamber's Minority Business Development Conference**, held November 3rd, received rave reviews from attendees who connected to new clients, partners and business opportunities through workshops, networking sessions and on-the-spot business certification. To learn more about membership with the Chamber, contact Ms. Rita Wesley at 727-821-4069 or by e-mail her at rwesley@stpete.com.

Whether you are entering entrepreneurship or have the stripes of a business veteran, check out the **African American Entrepreneurial Association's** resources for business start-up and its calendar of upcoming meetings. Call Minson Rubin, President, at 727-866-2651/727-204-9013 or e-mail jamitchell53@msn.com.

The **Urban Florida League of Business** is building momentum with monthly Leadership Breakfasts. Its most recent in November featured Charles Thigpen, Senior Vice President of Community Development with Third Federal Savings and Loan of Cleveland, Ohio. To get connected and receive notices, call 813-931-5546.

5. Use the Black Holiday Catalog

The Power Broker's 1st Annual Holiday Catalog Edition lists more than 100 Black-owned firms offering gift ideas for the Season. Not only can you find gifts loved ones will cherish, you help build Black wealth.

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