

# FARLEY'S COFFEE

## THE RIGHT BLEND OF SUCCESS

By: James Clingman  
—Guest Columnist—

"The coffee with a classic taste" is the slogan that always follows the Farley's name, and I can personally attest to the truth of that statement. Do you know about this privately owned Black company in Seattle? Have you tasted its fine coffee? Are you aware of Farley's commitment to and involvement in economic empowerment and community development? Did you know that Farley's demonstrates its corporate citizenship by giving back to schools, youth programs, and other worthwhile causes? It is one of this country's most progressive businesses.

Creative, innovative, altruistic, conscientious, and conscious. All of those words describe the owners and operators of Farley's Coffee. Since first speaking to the company president, Ricky Fyles, I have been impressed with his warmth, sincerity and follow-through. Not only is he an astute businessman, he is genuinely concerned about the company's social impact on others. In demonstration of that, Farley's has implemented a brand new "give back" strategy with its new "Hip-Hop Blend," which is exclusively designed and marketed to help Historically Black Colleges and Universities and underprivileged students, through a portion of the proceeds of each sale of that blend of coffee.

Chairman and CEO Raymond Wilford said, "With increasing demands to help sustain education, it is important to take the time to support our communities within one's capacity to give." He went on to emphasize, "We are missing economic opportunities by not investing our dollars within our own communities. We have a heart and a responsibility to our communities."

Farley's has a special partner, too. Familiar to all who follow pro basketball, NBA legend Lenny Wilkens has joined Farley's Coffee, Inc.

"Something has to be done to improve the future of society and create positive opportunities for our youth. It begins one person at a time. We need to support each other," stated an exuberant Wilkens.

What a team! Farley's, with an annual minimum blending, roasting and delivery capacity of 10 million pounds, with the infrastructure capacity to deliver 25 million pounds, finds itself on the cusp of greatness. We can all benefit from its continued growth. Thus, it's up to us to support this and other companies owned by conscious Brothers and Sisters if we are serious about doing more for ourselves and building—and leaving—and economic foundation for our children.

Ricky Fyles laments on why a Black-owned coffee company does not get the level of support from Black people commensurate to our overall consumption of coffee. Of course, he is not asking that only Black folks support the company; Farley's Coffee, Inc., is not a charity case; it sells its coffees to all consumers. Yet, our tendency is to opt for the products and services of others, despite how great our goods and services may be.

Thus, while Farley's wants your business, it's not simply because it's Black owned; Farley's desires your business because it delivers an excellent product—and because it wants to do as much as it can to help our youth.

If we do need incentives to support our own, however, they can be found in Farley's Coffee, Inc.

Every person who reads this should immediately look for ways to give Farley's some business. We must redirect our coffee dollars to Farley's. There are many ways to boost sales for this Black company and allow it to do more for our youth and other worthy causes and institutions. Let's start with our churches. Imagine for a moment the thousands of Black churches in this country buying and serving Farley's Coffee. How about all of our Black colleges and universities serving Farley's Coffee, Inc., in their campus cafeterias? Black firms can make Farley's Coffee the brand they serve; Black conventioners, conferees and meeting planners can insist that Farley's Coffee be served with their meals in all of the hotels and banquet halls they support. Sponsoring a cruise? Insist on Farley's Coffee. If Black restaurants are not serving Farley's Coffee, they should start. As the commercial goes, "Imagine the possibilities."

One of Farley's goals is to provide 200 franchise opportunities to prospective entrepreneurs. Coffee, virtually a recession proof commodity, second in worldwide sales only to oil, some of the best of which is grown in Africa, can provide profitable, vertically integrated business ventures for Black people. Let's not miss this opportunity.

Farley's is a glowing example of doing good and doing well at the same time. Support Farley's Coffee, Inc.—"the coffee with a classic taste"—one delicious sip at a time.

For more information and ordering Farley's Coffee, visit [www.farleyscoffeeinc.com](http://www.farleyscoffeeinc.com), or call (206) 824-7004.

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## NEWS

*From the Black Press*

### Domestic Violence— Domestic Silence

The Chicago Crusader  
Chicago, IL

There is a silent epidemic visiting the homes of many Americans. And as with many other maladies, it disproportionately affects minorities, especially minority women. That epidemic is domestic violence. According to a Chicago Defender article, every 15 seconds in the United States, a woman is beaten.

The scourge of domestic violence has, as a hallmark, the tendency to cause its victims to be frozen with such fear that they resemble the proverbial deer facing oncoming headlights. Most of them are literally prisoners in their own homes.

The epidemic is silent because, with the exception of the advocates who run shelters and call centers, the victims must suffer in silence. Very often, family members are not sympathetic. Too many of them encourage the victims to honor marriage vows that, in their cases, malevolently mandated that they stay with their abuser "until death do you part." For them, the death may come prematurely at the hands of the abusive spouse.

One of the far-reaching consequences of domestic violence that is not often talked about is the impact on children living in homes where abuse is rampant. These children grow up with a warped sense of what love is; truly our parents are our first role models, and when abuse is modeled, it becomes the mold that will inform the future relationships of those children.

On another note, it is interesting to question the part that popular culture might play in the rising tide of domestic violence. The overt victimization of women in hip-hop, and the lionization of certain high profile entertainers who laud pimp culture certainly contribute to the demonizing of women. And though there is probably no scientific data to prove the notion that the hip-hop denigration of women is contributing to the rising tide of domestic violence, it is certainly a compelling notion that warrants further exploration.

The silent epidemic of domestic violence is one more element that threatens the well-being of the Black community. Just like AIDS, crime, poverty, lack of education, and a whole host of other ills, it threatens to tear the community apart at the seams. We must recognize this scourge and help raise awareness so that victims cease to feel so isolated that they stay in their situations.

## Granny Always Said...

- Work Hard
- Be Honest
- Always Do Your Best

Boy, have we ever made  
Granny Proud!!!

Read Missionary  
Annie Lou in the  
AC Phoenix  
Every Month

