

Cooking for scholarship

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Phillips has managed to introduce students to is peanut punch, which is made from peanuts and milk. Phillips also prepares snacks such as red plums and red mangoes. Phillips who says she is going to start preparing breakfast meals soon, charges \$7 for box lunches, \$1 for appetizers, and \$3.50 for drinks.

"A lot of American students were reluctant to try (peanut punch), but once I gave them samples they liked it," Phillips said. "The most popular dish is the curry chicken,

because they are familiar with that and they stick to what they know."

Candace Buchan, a close friend of Phillips', said she's often asked what dishes are best.

"I've heard a lot of the faculty say they really enjoy it," said Buchan, who is also a native of Trinidad. "Sometimes they ask my recommendations of what food they should try, but it depends on the individual. Some people don't like things that are too spicy, or something with seafood in it, and Goldie tries to make it according to their taste."

Fast-food ads on urban programs

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for example, it has embraced organic products from baby clothes to fish caught in ecologically friendly ways.

And the company, which has long been shrouded in secrecy, is trying to appear more transparent. Late last year, it sponsored a debate among a group of economists about whether Wal-Mart is good or bad for the economy. And it's holding its second annual media conference starting Tuesday near its Bentonville, Ark., headquarters, to share information about the company, from its plans to improve its stores to updates on its employee health care proposals.

The changes are Wal-Mart's response to critics, particularly union-backed groups, who have long argued that the company has exploited the business model of folksy founder Sam Walton, putting profits before its own employees and towns and cities where it does business.

"The notion that Sam Walton cared about its workers, and the community, those positive aspects have gone," said Chris Kofinis, spokesman for WakeUpWalMart.com, a campaign group funded by the United Food and Commercial Workers. He described the recently announced moves as a series of public relations stunts.

Analysts say that although Wal-Mart is used to succeeding, it has no guarantees in this endeavor, especially since its core business model - built around offering incredibly low prices - won't change.

"The culture remains frugal and very focused on costs and price... It is going to be very hard to change the culture of the company," said Charles Fishman, author of "The Wal-Mart Effect," a book on the company's impact on the national economy. "Their image of themselves is powerfully fixed, and our image as shoppers is very powerfully fixed."

In fact, as part of its ongoing cost-cutting campaign, Wal-Mart plans to become more reliant on part-time workers, which currently account for about 20 percent of its work force.

Some analysts say Wal-Mart actually won't be fixated in the future on offering the cheapest prices, but will try instead to offer the best value in different merchandise categories. A few years ago, customers would not have imagined Wal-Mart selling \$5,000 diamond rings or \$2,000 plasma TVs, but the retailer is now offering attractive deals in more upscale products.

"I think that Wal-Mart has come to the real-

Black-owned businesses boom

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cantly educated people," Alford said. "There's a black middle class like never before."

Black-owned businesses are not concentrated in any

sector. The largest sector was health care and social assistance, with 246,000 black-owned firms. The second largest was other services, such as personal services, repair and mainte-

nance, with 210,000 firms. New York state had the most black-owned firms, with 129,324. It was followed by California, Florida, Georgia and Texas.

On the Net:
www.wakeupwalmart.com
www.walmart.com

BiDil breaking new ground

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pear, industry experts say so-called "opt-in" marketing - in which patients respond to more-direct pitches via e-mail or at seminars - could become more common with personalized medicine, along with community events like those promoting BiDil.

"It's going to require a different approach - more technology-based, one-to-one marketing, where you really do get to speak to individuals one-on-one," said Sheri Rosenblatt of ad agency FCB HealthCare, whose clients include large drug companies.

The Rev. Cecelia GreeneBarr dislikes mass-media drug ads, so when an acquaintance who is also a BiDil sales representative asked her about hosting a session at her church, Trinity African Methodist Episcopal Church in Detroit, she signed up.

A NitroMed medical liaison discussed heart health and BiDil with two-dozen parishioners at what was billed as "Dinner with the Doctor," also featuring a low-fat meal. "It was not a hard-core pitch at all," said GreeneBarr.

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Energy behind utility's business

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anything to me. In fact, sometimes I think they just weigh you down. You should use your gifts, talents and your treasure to make other people's lives better. When people cross your path leave a positive impression.

EB: Your position puts a lot of demands upon your time. Describe something you do just for you.

LB: The networking I do with other women I do because I want to do it. It enriches and fulfills me. I have a circle of friends, and it is a very small circle of friends, that I call on when I need advice, and when I need lifting up. I think it's important for women to support and encourage and uplift each other because we are all struggling with some of the same issues and

balancing the demands of life. It's wonderful to have other women who you can go to and be yourself. You can peel away all of the layers and you can just be. You can share your vulnerabilities with them and not be afraid of how the information is going to be used. You know they are going to take that information and be honest with you and share their advice with you and hold it in confidence. It's important that you can find women you can confide in and be your true self in the midst of.

This conversation will continue with Barber and our other honorees on the evening of May 4. Among other things, find out why Barber took a year off at the height of her career journey.



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As Long As You Don't Give Up!

Along the journey to success, we can be sure that at some point we will face disappointment. It is a natural part of living. No matter the area of life, some times we will be disappointed with our results.

When it comes to pursuing our dreams, we should be prepared for not always achieving our goals. We set goals, not because we know we will always reach them, but to give us something to work towards. At least if we set our aims high, it is more likely that we will at least get part way to where we want to go.

But meeting discouragement along the road to success, is one of the most difficult things that we can encounter. When we are faced with disappointment, our first reaction may be to give up on our dream. We may feel that it is too difficult to achieve what we want from life. It may seem that no matter what we may try, nothing seems to work. At other times, it may

feel like we have no support from the very ones that we thought would be most supportive of our efforts to achieve what we have always wanted in life.

However, giving up is actually the easy way out of any situation. To resolve that we will keep on until we find a way to reach our dreams is what really takes courage. The greatest test of our courage is to face defeat without giving up on our dreams.

When you encounter disappointment on your way to success, decide within your heart that you will keep striving to find some way to make your dreams come true. Just don't give up!

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