



Next General Membership Meeting is Saturday, July 29 10 a.m. at Mount Zion Baptist Church.



Tabor Social July 27

Tabor members will socialize and enjoy excellent food Thursday, July 27, at a Summer Social/Networking event.

The Membership Committee, under the guidance of Chair Darryl Bell, has booked Joanna's Soul Food Cafe and Jazz Club from 6 to 9 p.m., 2514 E. Cherry St. in Seattle.

The program will include a business card exchange and five-minute presentations from selected members.

The rest of the program will offer casual socializing and jazz music performed by Josie Howell.

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Cleavon Steele's business partner reaches a critical decision about the future of their young cleaning service.

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A knowledge of psychology can help business owners with employee motivation.

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Daniel Seydel, president of Platinum Group, is featured in our Member Profile.

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Countdown To The Gala

As the Big Event Draws Closer, Input By Members Necessary



TABOR 100
SEVENTH ANNUAL
Captains of Industry Gala
"Celebration for Diversity"

The 2006 Captain's of Industry Gala is about eight weeks away and everyone is ready to play their role: are you?

Gala Committee Co-Chairs Lewis Rudd and Consuelo Nelson say it's time for members to step up and reserve their table or individual seats. Members also are needed to help spread the word about the Gala and assist the Gala Committee in identifying sponsors. To order your tickets or assist in sponsorship, contact Consuelo Nelson at 206-679-7240 or by e-mail at c_unique@hotmail.com or Lewis Rudd at 206-853-1925 or e-mail him at lewis@ezellschicken.com. Members can refer the public to our web site, www.tabor100.org, where

seats can be reserved via secure transaction. Anyone can e-mail the Gala Committee at gala@tabor100.org.

"This is the most critical event we put on. It's our report card to the community," said Tabor Vice President Darryl Russell. "I think it's important that we all put in a tremendous effort to make the Gala happen. We want a smooth, good time for everyone."

This year, the Gala keynote speaker will be Steve Reynolds, CEO of Puget Sound Energy. Our Mistress of Ceremonies again will be Deborah Horne of KIRO 7 TV. Music will be provided by the Classic R&B group Type A.

The purpose of the Captains of Industry Gala is threefold:

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Message From The President

Dear Members,

I have received many accolades on the conduct and substance of June's General Membership meeting, my first as your president. The Board agreed that it was most important that we install our officers, handle our business and acknowledge the passing of our good friend and mentor, Mel Streeter.



Mel was like a thermostat. A thermostat can turn up the heat in a room or, on an issue. A thermometer only provides feedback and registers the temperature. Mel did not simply provide feedback, he turned up or turned down the heat, depending on the situation. Mel took decisive action!

Our General Membership meetings are excellent vehicles for taking action and telling the Tabor 100 story. They are attended by some of the most influential people in our community. They provide great networking opportunities. They can turn up the heat in the room and get things cooking or turn it down, creating a period for cooling off.

The Tabor 100 story must be developed with a compelling vision of the "return on investment" for each member at its foundation.

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Out In Front: Profiles on Tabor members demonstrating leadership in the community.

Russell Helps Others Achieve Dreams By Making Learning More Accessible

By Victor M. Andino

Whether you are an experienced businessman or a struggling teenager, Darryl Russell believes education is the key to achieving your goals. And he considers it his personal mission to help you get there.

Russell is president of The Russell Group LLC, a learning and development company that works with individuals and organizations to help them better utilize their skills and resources.

Russell was recently elected vice president of Tabor 100



Darryl Russell

after serving on the executive board as chair of the Communications and Technology Committee.

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Business Decisions

This is part of a series of articles prepared by Tabor member Cleavon Steele as he describes the path he took as a young businessman.

Cleaning Service Dumps Worrisome Prime Customer. But Now What?



Nervous about the terrible condition of the units and abrupt turnover of managers, my business partner, Paul, and I

decided to cut our ties with the property management company Jones and Murphy.

Fueled by the desperation to keep our business afloat, we went to the company's corporate headquarters and demanded our money for services rendered. We received full payment within a week.

The decrease in volume affected our cash flow substantially. Although I managed to put away a

modest nest egg for a rainy day the forecast called for a torrential downpour. The nest egg evaporated within three months. We were unable to replace the volume, and we couldn't provide consistent work for our employees.

A Quitter in the Ranks

The instability of income was wearing on my partner. He told me if we weren't able to turn things around in the next two months he would have to back out and go another direction.

I have to admit I felt quite a bit of animosity for Paul at first. I questioned his work ethic, commitment and vision. I had heard too many times how 95% of businesses fail in

the first five years and I saw myself helplessly becoming another statistic.

His decision to leave if our situation didn't improve only made things worse. I felt I was being betrayed when the business needed him the most. It wasn't until the decision started to affect our friendship outside of work that I tried to understand things from his perspective.

Two Sides To Every Story

The more I thought about it, I realized he had different priorities and responsibilities than I. Paul had a wife and child. Without those responsibilities it was easy for me to chase my dreams and stick it out no matter what the

circumstances. Paul needed immediate compensation to provide for his family.

After much deliberation, I realized I was probably being a little selfish and judgmental. In the end, I could appreciate Paul's priorities in life and respected his decision.

We ultimately decided to give it our very best effort and exhaust all our resources in an effort to get our business back on the right track.

I wasn't particularly optimistic about our chances to turn things around in two months, so I started to think about plans for proceeding without Paul.



Russell Steers Youth Towards Self Improvement

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"My biggest goal with Tabor is to help us achieve our economic goals of building the African American community. We must develop our own economic empowerment," Russell said. "I firmly believe that if we empower ourselves economically and pursue education to the point of excellence, then our passion for social equity will be achieved."

Russell is actively engaged in that mission on several levels. He has been on the executive board of The Breakfast Group, a non-profit social organization made up of African American men, for five years.

The Breakfast Group is known for Project MISTER, which targets African American teens at two alternative schools.

"What we try to do is expose these young men to successful black professionals and introduce them to trade schools and technical schools," he said.

"I worked with one student when he was a sophomore in high school, and mentored him until he graduated in 2002. To this day, we are still in contact

with each other and sharing what's going on in our lives. At 22, he owns his own carpet cleaning business and is looking to continue his education."

Ernie Dunston, president of The Breakfast Group, said Russell has made a difference.

"Darryl has been a very strong supporter of our Project MISTER Program. He sets an excellent example for the youth that we work with and he brings a very strong, positive message on the importance of having a plan as opposed to having a dream. Darryl served as instructor for one year at the John Marshall site and provided excellent direction for the young men in that program."

Guiding Business Owners

Russell's commitment to the community doesn't end there. He also serves on several committees of the Northwest Minority Business Council.

On the Education and Training committee, he helps minority business owners learn how to work with large corporations.

Russell has been instrumental in developing the

materials, training and topics for MBEs to participate in committee programs. In July, he took the lead role in developing a workshop on strategic alliances.

"We [had] corporate-to-MBE alliances talk about what they have done, what challenges they faced, how things have worked, etc.," Russell said.

Calling on a HERO

Russell's impact on our community extends even further. He is on the advisory board for the Washington Education Foundation, where he is one of the advisors for a program called HERO (Higher Education Readiness Opportunity) to lead youth toward college. The foundation is starting a program to help 6th-8th-graders prep for college.

Russell is helping to reach even more youth through the Northgate Chamber of Commerce, where he is a member of the executive board.



Darryl Russell is presented with a Crystal Eagle Award in 2005 for his dedication to Tabor 100 by Dave Tyner (left) and Dr. Skip Rowland.

He has been working with Middle College at Northgate to present his Rising Stars program at several campuses.

Rising Stars is designed to help youth develop their personal leadership skills.

Though he's a savvy businessman, Russell chuckles when he thinks about all the community service in his roles.

"I was probably meant to be a social worker or a coach. It's been important to me to always make sure that once I was successful I would go back and talk to young people. I help them understand that success is achievable."

Motivating Employees: Use the Carrot or Stick?

By Rex Cox

How's this for attitude adjustment: spankings at the workplace? A home security company in California not only used spanking, but would force its employees to eat baby food and wear diapers as a way to motivate them to perform better.

This particular company was itself punished for its actions by a jury that awarded a former employee \$1.7 million for enduring that environment.

Clearly this is an extreme tactic, but it isn't uncommon for businesses to use fear—of job security—as a way to motivate staff. But motivation under the condition of fear will yield short-term and second-rate success at best.

Incentive motivation is used by many companies in many forms, and is sometimes a very effective tool.

At the workplace, we are motivated by five core needs:

1. **Survival.** Our basic need for water, food and shelter compels most of us to get jobs.
2. **Safety and security.** In a work organization, safety needs include a desire for equal treatment, fairness and honesty, due process or the right to be heard, and protection from the arbitrary and unfair use of authority.
3. **Social acceptance.** In the work place, the need for acceptance from a superior can influence the way we behave.
4. **Self-esteem and ego.** Our need for self-esteem includes the desire to be recognized for our achievements. To put it simply, people need recognition. We need to feel that our efforts are appreciated.
5. **Self-fulfillment.** Self-fulfillment in the work place can be recognized in the form of motivation and personal development, we are generally looking for something other than a monetary reward. The desire for higher learning and more knowledge along with the opportunity to apply them become a very compelling force.

We also must understand that different levels of needs will motivate us at different times. When we identify the level of needs that is the most important to us, we begin to direct our action toward gratification.

People need to be placed in an environment where they can become motivated. Goal-setting is one tool that provides this environment by helping the individual clearly identify needs and wants.

Another tool is a type of motivation based on attitude development.

Attitude development begins with establishing an optimally healthy attitude towards one's self and one's circumstance. This type of



development is accomplished through the repeat exposure of positive affirmations. Through this method we also learn new habits and develop new attitudes, which will be in line with our innermost dreams and desires.

Any company that uses such crude methods as spankings and humiliation to influence the attitudes of its employees is doomed.

Tabor Member Rex Cox is a corporate coach for The Russell Group LLC.

Annual Gala Counts On All Members For Its Success

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1. Raises money for the Dr. William Bradford Scholarship Fund. Monies are awarded to African American college students. The fund also provides grants to organizations and initiatives focused on education. To date, Tabor 100 has given \$32,900 toward educational initiatives and scholarships.
2. Acts as a platform to provide individual recognition through the Tabor 100 Crystal Eagle Award.
3. Provides a venue for minority and majority business communities to meet and connect socially.

Tickets are \$125 each, and sponsorships are available for as little as \$500 (includes two tickets), \$1,000 (includes four tickets) and \$2,000 (includes 10 tickets).

Current sponsors include Boeing, MetLife, Turner Construction, Pepsi Valley Partners, Safeco Insurance, Seattle Vocational Institute and Puget Sound Energy.

Rowland: We Are Climate Control

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The President must clarify and articulate the vision in our general membership meetings and throughout the community. Our Committee Chairs must focus on projects with high ROI for Tabor 100 members and tell stories of how each project executed by our committees contributes to that "ROI." Our membership must eagerly participate in committee work at the 100% level. With 100% participation we can turn up the heat on issues that challenge the success of our businesses.

We must learn how to use our general membership meetings more effectively. We must work to get higher attendance from members and the community, we must learn how to adjust the agenda, as necessary, to "edutain" our membership, educate our community and ensure that our most pressing issues get attention.

Special thanks to Sharon Elizabeth for accepting the Chair of our Comm-Tech. Committee. Sharon has great ideas for the development of that committee and we must all support her efforts.

Thanks also to Mat Harris for accepting the Chair of our International Affairs Committee.

Thermometer or thermostat? What are we going to be? Will we be thermometers that only register the temperature and give feedback or will we be thermostats that initiate action and manage change?

I believe Mel would say thermostats!

Thank you.

Dr. Leon F. "Skip" Rowland
President, Tabor 100
Principal, Banner Cross

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Tabor Business

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Member Profile

Tabor Member: Daniel J. Seydel II
Job title: President, Platinum Group LLC



Describe your job. My main task is managing my three businesses, Platinum Group, a business consulting firm, Platinum Healthcare, a medical staffing service and Platinum Development, a property development company.

What do you like about your job? I really like helping businesses become more profitable and making their operations and production systems more efficient. It's the best customer retention you can do.

What is one of the biggest challenges faced by your industry? The common thread is access to capital. I think it speaks to small businesses more than any particular industry. I've been fortunate to be able to leverage experience with my interrelationships to facilitate favorable payment terms for all my clients.

What was it about Tabor 100 that influenced you to join? I knew Langston Tabor when I was a freshman in college. Langston, though being a very busy and high-demand business owner, made time on multiple occasions to offer me guidance. I recall, and this was a life-impacting moment, being offered a full-time job and called Langston for advice. Based on his advice, I stayed in school, worked full-time. By my senior year in college, I was working 65 hours a week maintaining a full academic load and maintaining two sports at the national level. At

minimum, serving in an organization named after Langston is the least I could do.

What committees have you become involved in? Chair of business and legislative, a member of economic development and comm.-tech committees. I would like to have more of a role with Fund Development.

What do you think are some of Tabor's strengths? We have a diverse, talented and progressive group of business owners that are capable of achieving the next level of business achievement.

What are some things you would like to see Tabor doing? I would like to see more formal partnerships with existing organizations where we could be collaborating on Tabor initiatives. I would like to see us on the national scene and create a conduit for businesses overseas. I would like to see a policy developed or incentive on how to formalize as well as recognize member businesses working with other member businesses.

What Tabor members have you done business with this year? Skip Rowland, Darryl Russell, Glenn Gregory, Victor Andino, Consuelo Nelson, Cos Roberts, William Dudley, George Griffin, Tony Benjamin, Karen Primeau, Tony Gable, Toussaint Myricks, Dave Tyner, Fred Maxie, Terry Johnson, Lewis Rudd; Platinum is constantly looking and recruiting new talent.

Open forum: What would you like to say to members of Tabor 100 about yourself and/or our organization? I think it's critical that members of Tabor and prospective members of Tabor remember to approach their membership like a business. If you think in terms of your profit, you will benefit from membership. If you think only in terms of non-profit—where you contribute only your dues, then your return on investment will reflect that.