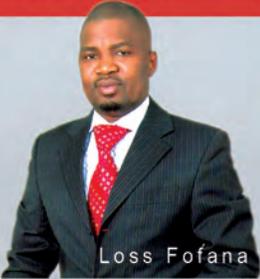


# AFRO MARKET

AFRICAN - CARIBBEAN - THE BLACK COMMUNITY BUSINESSES & SERVICES

FEBRUARY-MARCH-APRIL 2010 EDITION



Loss Fofana

SERVING  
THE COMMUNITY

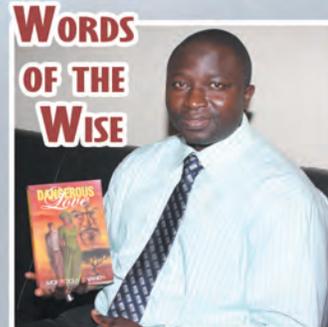
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OUSMANE BA

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VOL. 2



AFRO MARKET MAGAZINE 2010



When I was distributing the first issue of Afro Market, I met a lot of African American and Caribbean people. Obviously they all welcomed the idea of a magazine that would promote their business and create partnerships between them.

From Brooklyn to Manhattan, throughout the Bronx and Queens, people everywhere have told me in their own language that giving love, holding seminars, and working together are the keys to success. I've been participating in many seminars for the past five years and I've always heard the same words. But acting is very crucial in reaching our goals. In the African community, we consider having parties and cultural events more than conferences. Only two percent of those who party actually participate in seminars. Some don't know why they attend or attend because they have friends and co-workers who invite them to the conferences. And after we talk, eat, drink and go home. Some African people organize seminars because they make money from sponsors or because of leadership. Above all, there is no follow-up. The people holding the seminars do not send emails to participants for feedback. The following year the same people organize another seminar and the same thing happens.

African people need to be more organized, as do Caribbean and black people if we want to work together, otherwise we will just be in the conference room to watch and listen.

This is my idea and I'm waiting for your suggestions. I wish you all a happy new year for 2010. May God bless you all. To finish, I would like to pay my respects to all the Haitians who perished in this brutal tragedy.

**Karim Diabate**  
Editor in Chief

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## What Haiti needs: A Haitian diaspora

Source: *By Elliott Abrams*

The outpouring of pledges to “rebuild” [Haiti](#) has spurred debate about how much aid will be needed, for how long and who could administer such a large program efficiently. In 2008, the last year for which statistics are available, Haiti received more than \$900 million in all forms of aid, and many analysts suggest that total must be doubled if “recovery” is to happen. But it is doubtful whether such additional commitments will be made — and kept — as Haiti moves off the front pages.

“Rebuilding” and “recovery” would merely take Haiti, this hemisphere’s poorest country, back to where it stood before the Jan. 12 earthquake. Surely, our goal is to do better. We must increase aid but also allow Haitians to help themselves, and there is no way they can do that sitting in a devastated nation. A substantial number of Haitians must be allowed to move to richer countries — including ours.

Haiti has approximately 9 million citizens, and 1 million to 2 million Haitians live outside their country. According to the U.S. Census Bureau, half a million people born in Haiti live in the United States, and estimates put several hundred thousand in Canada and as many as 100,000 in France. Those migrants send home \$1.9 billion in remittances — double the official aid flows and equal to 30 percent of Haiti’s gross domestic product. These sums are greatly exceeded by some of Haiti’s neighbors. The 1.3 million Dominicans living in the United States send home \$3 billion in remittances, an amount 20 times as much as official aid flows. A million Hondurans living abroad send home \$2.7 billion, providing eight times the global foreign aid Honduras receives. The 1.5 million Salvadorans living here send home \$3.8 billion, 15 times official aid flows. A larger Haitian diaspora would be a far better base for the country’s economic future than aid pledges that may or may not be met. If several hundred thousand more Haitians were able to migrate, those Dominican, Honduran or Salvadoran numbers suggest that remittances to Haiti would give its economy a huge and continuing jolt. This

toward Haiti. Canada has already stepped up, expediting immigration applications from Haitians with family members living there. Canada’s immigration minister noted that “we anticipate there will be a number of new applications, which we will treat on a priority basis.”

But France and the United States have so far agreed only to no longer send Haitians back to Haiti. Washington has granted “temporary protected status,” or TPS, meaning that deportation of Haitians already in the United States is stayed for 18 months. In fact, Homeland Security Secretary Janet Napolitano has suggested that Haitians must stay where they are despite conditions on the island, saying in a [Jan. 15 statement](#): “At this moment of tragedy in Haiti it is tempting for people suffering in the aftermath of the earthquake to seek refuge elsewhere. But attempting to leave Haiti now will only bring more hardship to the Haitian people and nation.”

The secretary went on: “The Haitians are resilient and determined and their role in addressing this crisis in their homeland will be essential to Haiti’s future. It is important to note that TPS will apply only to those individuals who were in the United States as of January 12, 2010. Those who attempt to travel to the United States after January 12, 2010 will not be eligible for TPS and will be repatriated. The Department of Homeland Security continues to extend sympathy to our Haitian neighbors and support the worldwide relief effort underway in every way we can.”

Well, not every way we can — for one of the best ways to help Haiti is to allow some Haitians to move abroad. It is ridiculous to argue that leaving Haiti in the coming year or two “will only bring more hardship to the Haitian people and nation.” Migration would mean that Haiti needs to provide fewer hospital beds, schools, meals and jobs — and migrants’ remittances will be key to Haiti’s economic recovery for decades to come.

President Obama said that the disaster in Haiti “[is one of those moments that calls out for American leadership](#).” He should be asking Congress not only to provide aid funds but also to allow a significant increase in the number of Haitians legally admitted to the United States — to several times the roughly 25,000 per year in the past decade. Canada and France should do the same. There are no panaceas for Haiti’s recovery, but any sensible approach must include migration from the island. If the United States is committed to giving Haiti hope for the future, enlarging the Haitian diaspora is a surefire way to succeed.

Source: *By Elliott Abrams*

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## Business counselor



### **Mister Leonard Springer financial consultant. 26 Federal Plaza, NY. Tel:212-264-4507**

Mister Leonard has been a counselor with the SBA for five years. We met with him to learn about his experience in the franchise business.

**“I encourage people to buy an existing franchise because everything is already operatin.”.**

**-Can we have a brief description of your job and your experience in the franchise business?**

-I'm a financial consultant for troubled companies. One of the companies I worked with had a franchise named Kenny Roger's and they ran three operations. They had territory in New Jersey, and they had to open up extra stores every year, otherwise they would lose their territory. By the time they opened up a third one, they were running out of money. They ended up losing the franchise because they did not have enough money to operate four stores.

Many of the people who have franchises don't know how to work. If you have a franchise you have to be there twelve to fourteen hours a day, seven days a week. This will help your business run better. You have to be very careful of what you are signing and be sure to do a complete financial background check on any franchise to make sure it is healthy. Kenny Roger's went bankrupt shortly after my client opened up a fourth store. Because they filed for bankruptcy, Rogers did not advertise as much and they began having problems getting supplies.

**-Are you saying in order to invest in a franchise, you should be prepared to open multiple ones?**

-It depends on the franchise company. Some might tell you the number of stores you have to open in a period of time.

**-Because a franchise is an existing company, is it possible to lose? Is it a risky investment?**

1-There is no business in this world in which you will only win. You may lose money at the beginning. With a franchise like McDonald's, it depends on how much money you invest.

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2-Your agreement with the franchise should protect a certain area from competition from the same franchise. If you open a McDonald's and there is a Burger King or similar franchise, this competition could hurt your business.

**-What are some obligations of a franchise?**

1-They may have to sell supplies to maintain business.

2- They can terminate your contract if you don't make a payment for advertisements, items sold, or royalties under the contract.

**-Is it possible to sell items that do not come from the franchise you work for?**

-It depends on the franchise. You may have UPS as a franchise and sell others items while other franchises may not allow you to.

**-What about the food franchises?**

-It depends on the franchise. Food franchises are dangerous because of the Board of Health. You must have a person that has an operating permit on the premises at all times while open.

**-Do you encourage people to invest in franchises during this recession?**

-I encourage people to buy an existing franchise because everything is already operating. They can see the numbers of what they are doing on a daily dollar basis this way they have a better understanding. I do not advise people to buy into a franchise unless they've worked at a similar franchise for at least 6 months, which would have given them a better understanding of that specific business.

**A: What is your advice to business people who want to open a franchise?**

A: Be aware! Make sure you have a good lawyer and an accountant to explain things to you. Carefully read the contract and call or visit other businesses of the same franchise to find out if they have any problems. And last but not least, always remember that location is the most important thing when you are opening a franchise.

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location is the most important thing when you are opening a franchise.

**Name: Malissa Browne**  
**Occupation: Restaurant Manager**  
**Country: Trinidad**

For many years, Malissa Browne has been a manager at Negril, a restaurant establishment specializing in Caribbean cuisine in New York City. After the Chelsea location shut down last year, she transferred to the other location in the West Village to continue her duties as manager. In only a few months, she has distinguished herself by her devotion, dynamism, and a job well done.

**“One day I would like to own my own restaurant”**

**- You are a manager here at Negril Restaurant. How did you come into this position?**

-I have been with the company for about six years. I was the manager at the Chelsea location, but it was closed about seven months ago due to an increase in rent. I was lucky to land the job at our sister restaurant, Negril Village.

**-Did you attend school to learn how to be a manager?**

-I actually graduated from college as a resource manager. But in Negril, I started as a receptionist, coat checker, hostess, and eventually manager. I have experienced every aspect of the business from dishwashing to waiting tables. I believe the key to success is knowing all elements of the job in order to better direct them.

**-You are a very dynamic manager who works very hard. Is it an easy job? What are some of the difficulties you encounter?**

A: First of all, I love what I do. If it's easy for me, it's because I believe I'm a natural born leader. I have forty to fifty employees and it's not always easy to deal with a wide variety of personalities. People see

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things differently, which might be one of the most difficult aspects of the job.

**-How many hours a week do you work?**

-I work five days, about fifty to sixty hours a week at the restaurant, but my job is constant. I get calls all the time on my days off to do events. Many different responsibilities get put on my shoulders.

**-Are you doing this job because of the money?**

-Not at all. Honestly, as a restaurant manager, we don't earn as much as the servers do. It is definitely not for the money, but instead for the love of it.

**-What don't you like about your job?**

-I guess if I could change one thing it would be the little problems that arise out of the blue. For instance, sometimes there may be a leak coming from the ceiling, or an employee calling out which leaves us short-staffed.

**-Do you ever think of changing your profession?**

-No. One day I would like to own my own restaurant. I would like to branch out and actually in the process of doing it now with the help of Marva layne and Sim Walker.

**-What is the relationship like between you and your staff?**

-I think we have a great relationship; I'm not a manager that rules with an iron fist. I make decisions based on all the factors involved. I think on my toes and as a result, I solve problems fast.

**-Besides your passion and love for this job, what are some of the opportunities you have in this professional setting?**

-I meet all different kinds of people from the average person to celebrities, some of which have become friends of mine.

**-What should people expect when coming to Negril?**

-A great atmosphere, great food, excellent service and just an overall vibe that makes you feel like you're on an island.

**-What would you do if you were not working in the restaurant industry?**

-If I were not in the restaurant industry, I would most likely be teaching kids.

**-Who is the biggest inspiration in your professional life?**

A: Definitely my brother, Peter. I'm following in his footsteps. He worked very, very hard to get where he is today. If there is anyone who inspires me, it is him.

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# Workshop on Green Careers and Businesses in Gabon



The Gabonese community, including Ms. Antoinette Nyomba organized a workshop in Washington, DC on December 11, 2009 to develop ideas on saving the environment in Gabon by going green. This workshop informed Gabonese students on designing a study plan and defining the Green Career and business in Gabon. During the seminar, many entrepreneurs, like Landry Lignabou, shared their experience on opening and managing a business as well as finding the funds to maintain it. Lignabou



Associations, and Business.Gov.

We also notified the intervention of Sylvain who is deaf due to meningitis, a disease that develops from a polluted environment.

is willing to provide his service as a consultant.

The workshop also identifies environmental green micro-projects, energy management and educational micro-projects to be implanted in Gabon in the summer of 2010.

Contact :antoinetny@hotmail.com 703 532 2959

M. Yannick Ebibie was very brilliant in his exposé. He presented three projects that were much appreciated:

- 1- Collecting and selling recycled empty cartridges to Gabon companies. The machine for this project costs from five thousand to fifteen thousand dollars.
- 2- The Compost Scholarship Program, which involves collecting organic domestic wastes to transform into compost. This compost could be sold to farmers and domestic gardeners. Business people would need to buy 5 machines for this project, which costs from five thousand to fifteen thousand dollars.
- 3- People traveling to Gabon, giving seminars and employee training on cost saving techniques, along with and showing how to save money from papers and electricity by thinking green.

These three projects are financed by local banks and organizations like BICIG, Planet Finance, Agricultural Cooperatives and

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## People Voice

What can the African, African-American, and Caribbean communities do to empower their businesses in this recession?



We have to work together and join hands instead of being divided. It is important for us to recommend customers to one another and sell products to all of our brothers and sisters. If I sell African clothes, I can also sell some Caribbean clothes and the Caribbean retailers can sell some African clothes too.



Ismael Maiga Businessman (Burkina

What we are calling a recession is the deterioration of the economy which theoretically stems from the effects of capitalism. It's a big opportunity for us to measure the impact of it on our life and evolution as a people. The rich are not sure of their wealth and the poor are not certain of their poverty. We have to analyze this recession. Instead of buying gifts before Christmas, we can buy them after when there are big sales.. Also, one should not buy a big car if they don't have anywhere to park it. African people have to go to school to learn the phenomenon of the life around them.



Imam Souleymane Konate( Ivory Coast)

6- Unity and support are key words that are vital in overturning the recession. We have to create a strong partnership between Africans and African-Americans. When you go to Chinatown, the Chinese only purchase from Chinese stores. African people don't purchase in their brothers stores because of their lack of trust. If we cannot have faith in one another, we will never make it as a people.



Oumou Yara Trader (Mali)

Collaboration and love are fundamental. Price control is key in success. If my item costs five dollars in Harlem, it should cost the same in Brooklyn.



Nana Owusu Marketing Manager

Today's economy is at its worse. The economy can bounce back if consumers spend money again. Businesses fail when clientele cling to their money. For example, I run a money transfer business. When people don't have money to transfer, I lose my clients. The economy can be better if we participate in our local shops instead of spending money elsewhere. If we purchase goods made in America, we can boost our economy. Also black entrepreneurs can get together and discuss issues on improving their business. If your business is doing well, you can support a struggling business by offering advice and support. Education is the key of success. When you lack information it will be very difficult to expand your course of action



Adama Diallo Businesswoman (Guinea)

I'm a wholesaler and retailer. The recession makes business very difficult so we need to help each other. Some people are struggling with the crisis. Those who have means should be helping those who are going bankrupt. If you have a business, you could hire someone in need of a job and help him create his own.



Mr Tanja Socio worker(Niger)

We need to be collaborative by having economic relations with other institutions where African people can get involved. We have to create an environment where communities can work together. In terms of solutions, it is a question economists are trying to figure out. In the meantime, we could organize conferences with businesspeople and consumers to inform people on opportunities.

## People Voice



Ann Diakite Co- Founder of Triangle (US)

We are creating a forum so business owners can form partnerships. Organizing dinner parties where people can put their ideas together to improve business is very important. This forum, which should be held very soon, will feature a guest speaker who can provide important information for the community.



Faly Dele Treatment & Behaviour( USA)

It's very important that during these hard times we live within our means. Saving money is crucial at a time like this. We don't need expensive cars and homes, but instead ones we can afford.



Mohamed Baro Immigration (Guinea)

One of the best ways to improve our businesses is to maintain partnerships. We have to empower each other, which can happen if we buy and sell to others in our community. For example, my immigration service advertises in your magazine instead of *The New York Times*. We are both improving our services by targeting the black community.

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## Entrepreneurship



**Name : Bourema Niambele**  
**Occupation: Social worker**  
**Country: Mali**

Afro Market has met for the second time with Niambele Bourema who is a social worker volunteering in the High Bridge Community Center. He has been working hard these last few months for the African Council:

### **-Can you tell us about your recent activities with the African Council Adviser?**

-First, I would like to say that your magazine is doing a great job. To answer your question, when you choose to be a community activist, you choose to work everyday. Three months ago, I talked with you about the African Council Adviser in your magazine, and today, I am proud to inform you that the Association is now in a great position. The borough President Raymond Dias is going to officially present the organization to the media on January 13th. Some people don't understand the purpose of this Council. This Council works with the government to better serve the African Community. And it's the first time being introduced to New York. So we take this opportunity to show graciousness, but we know it is going to be a challenge. If we fail, the other boroughs will not accept this kind of organization. ---

### **What is the structure of the council?**

The council is composed of twenty-nine members, with four different comities. Each comity has its own chair that will meet once a month to make proposals. The religious will meet occasionally. I'm the coordinator of the council and we will meet in a general assembly every last Friday of the month.

### **- What services will the African Council Adviser provide to the African Community?**

- We will work hard with all the African Organizations to provide them with financial aid.-We will connect all African business people in the Bronx Market, which has been a big loss, so that we can restore it. It was the only African Market where you could get any African food and it was very accessible for drivers to park. Today, these business people are dispersed everywhere in the Bronx so now we are working to reunite them in one place. They have spent a lot of money in advertising,

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but if they gather in one place, they could save money.-In the cultural and artistic aspect of things, there are many talented African artists but there is no big event where they can express themselves. So we are working on this issue.

### **- What is the top priority of the three projects?**

- They are all priorities, but the Bronx Market is the one we are going to tackle first because it's going to reconnect all the business people and consumers and give life to their businesses and community.

### **-When can we expect these projects to be done?**

-Before the end of 2010.

### **-Do you have funding?**

-Not yet. It's a volunteer job and all twenty-nine members will contribute. We think of it as a sacrifice. We never had a chance to be taken seriously in politics, so this is an opportunity for us to be heard.

### **-What are some of the difficulties you encounter in this job?**

A lot of people think we get paid for this job. When I was contacting people six months ago about this council, people asked me if they will be paid, and when they learned there was no compensation, they declined. Another problem is the big responsibility that I have of leading this Council. It is stressful, so to succeed I believe I have to listen everybody.

### **-You look very busy! How are you going to work with the Malian Council?**

When you do something from your heart, when it's not about money, you can do it. I work for the US government for free. The two organizations have the same objective, which is figuring out how to help people.

**Bourema Contact: 917-291-3833**

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**Name : Momodou Sawaneh**  
**Occupation: Writer**  
**Country : Gambia**

Momodou S. Sawaneh a young african immigrant from Gambia, came in the USA in 1992 to better his education. In 1995, he graduated with a bachelor's degree in computer Science. He went to Pace University and obtained his M.Sc in 2001. In addition to his higher education pursuits, he is actively involved in community services. In 2002, he founded a non-profit organization called Gambia Youths Organization. In Gambia, while growing up, Momodou sat around his paternal grandmother who recounted to him numerous african traditional stories. Sawaneh had written a dozen poems rooted in lyrics of Hip Hop. He quit the rap music because his voice was not suitable and went into writing. To fulfill his writing dream, he signed up for an internship with a movie star called Jhon Levin. He helped him to set equipment for different footages of the movie. In 2004, he started publishing newsletters for Gambia Youths Organization in the US. Finally, he has recently finished writing an excellent novel called Dangerous Love **“Love is so powerful that a man can do anything to get woman”**

**“I believe most times , money can't buy love”**

**-Q: Your wrote a book named Dangerous love what is it about?**

A :Its about a young girl named Mary who wants to live her own life. She went to live in a village because her parents were divorced in a big city they used to live. In the village, her selfish uncle wanted to marry her to a wealthy minister who was looking for a pretty wife. She did everything possible to avoid this marriage.

**Q: Did she marry the minister at the end?**

A: I don't want to tell you the whole story; I would like you to refer my readers to the book with an amazing story and ending. But what I can tell you is that she gave a lot of headache to her pursuer.

**Q: Is there a reason why you choose this theme?**

A: I want people to understand that true love exists in Africa, India and a lot of places where arranged marriage are common and where women have no voice. I want to show that women have a choice despite they are forced to marry someone against their will. Also, Love is so powerful that a man can do anything to get woman even if it means to hurt her. A woman should watchful for a man

who wants her for her beauty. Because if she loses that beauty, this man can go after another woman. And the same logic for a man who attracts a woman because of his money.

**Q: A lot of writers wrote the same epic what makes the difference between your book and theirs and why do you think American people should buy your book?**

A: Because it's a mixture of love and greedy for money, drama that will keep you reading the book from the beginning to the ending. The book creates that dramatic environment among family members where each individual is looking for his or her individual interest in a way that nobody can understand.

**“Women need love to fill up that vacuum of loneliness”**

**Dangerous love it's a fiction book, how do you get the inspiration?**

When I look through the window, I see things differently. I see things that inspire me to translate my understanding of these things to words. And because I see that the entire world is full of stories, I feel obligated to write for people to know and understand little things about love we often neglect.

**Q: What brings you to be a writer?**

A: love to write because I feel like I have a message, a vision about certain things that I can put on paper to share with people who may not have those thoughts. Generally, I like to think creatively.

**Q: Dangerous love is your first book what will be the next about?--**

A: Love story!!!! I believe most times money can't buy love; love is the most beautiful thing for us to experience in our life time. It is a gift of God. So I'm looking forward to writing more love stories.

**Q: Are your books available in the stores?-**

A: Not yet I'm in the process of printing them, hopefully next month the books will be out.

**Q: How many copies for the first print.**

A: 2000 copies

**Q: I would love to buy one**

A; Thank you very much

**Q: Who are the target audience?**

A: Everybody, especially women, because I feel like it is authentic for a man to write from a woman point of view. Looking at my experience with love, women need love to fill up that vacuum of loneliness, to be happy and be cared for. And the best way to do this, is for me to write this story.

**Q: How are the promotion and marketing aspect?**

A: I'm doing well, I promote my book in the magazine, internet, press release, and my publisher, Flamingos Publisher, Barnes and nobles, Borders will be promoting the book.

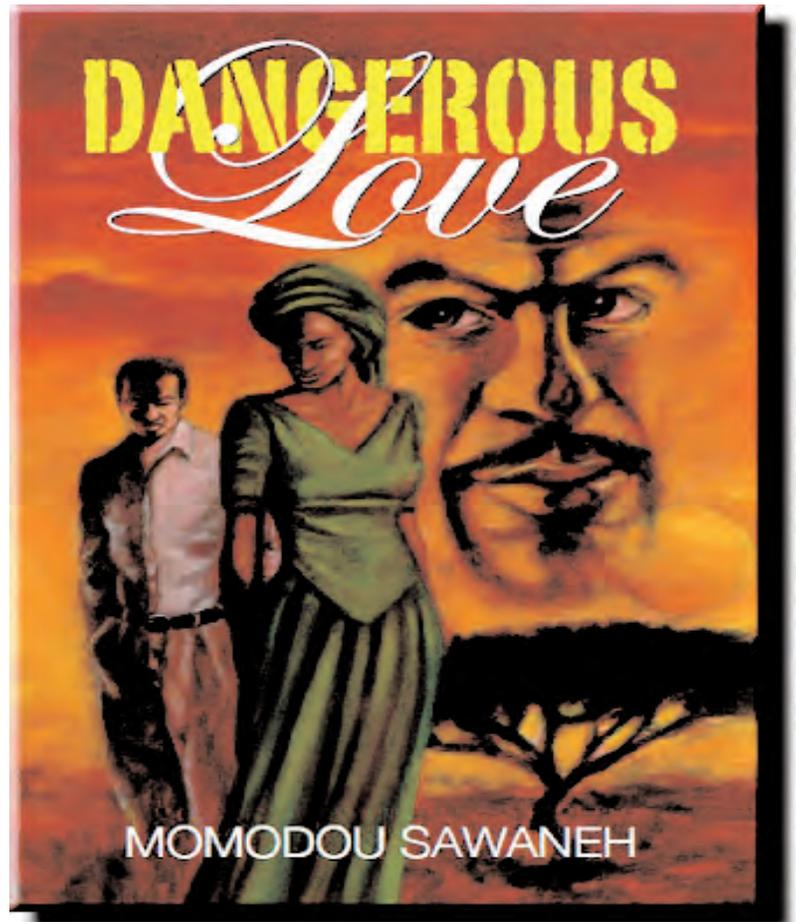
**Q: Last message**

A; Dangerous love it's a book to get. If you miss it, you really miss an opportunity to understand love, jealousy, mayhem and murder intertwined between lovers.

*Dangerous Love* is a fictional story about a young innocent African girl, Mary Gomez, who was born and raised in a big city. She found herself in a village when her parents Ida Ndow and Ebou Gomez divorced. Her rejection of strict village cultural traditions forces her to go against her selfish Uncle Sedu Ndow and Ida's planned arranged marriage to a wealthy Minister...Edward Mendy.

What makes Mary follow her heart to be with a young school teacher named Sam Sey? And why would she go against her parents' will alienating herself from her family and refusing a man with whom she could have amassed a fortune?

Contacts : Momodou S. Sawaneh  
www.dangerous-love.com  
Tel : 917-974-1095



## Readers Comments and Reviews

—**Mulangu Marco Mutonji** : A profound and an extraordinary real life story which will grab your attention from the beginning to the end.

—**Anastasia Cassella-Young, Mind Fog Reviews** : You learn very well about arranged marriages and African lore in this story... I...recommend this novel to those that love a romantic story with murder and mayhem intertwined within it.

—**Carol Langstroth, Reivewer.** : I found this story intriguing with the mayhem and murder. I also loved learning how the old African Marriage Rituals were done. Overall a good book and I hope that the author continues with Sam's story.

—**Joe A. Andrades** :Dangerous Love - a roller coaster ride of suspense, where the conscious conditioned culture of a young women, is confronted by the passionate emotions of her heart. Two thumbs

—**Carla Guzman Pimentel**: The book is exciting and appealing... It gives you insight!

—**Madi Ceesay, Reivewer**: Dangerous Love is a well written love story. It is a valuable addition to the long list of African-scene-based fictional literature. The author's description of scenes and characters is outstanding.

—**Felicia Aighobahi, Reivewer** : A compelling & emotional story told in a unique way

—**John Teufel** : As for the book, I think it was an interesting story told in a good way.

Contacts : Momodou S. Sawaneh  
www.dangerous-love.com  
Tel : 917-974-1095

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## United African Livery Drivers and the Base Owners Association

The United African Livery Drivers and the Base Owners Association had a few meetings at the end of 2009 to talk about the workers' compensation fund, which costs \$285,000 for twelve African bases; \$260 every year per car with a total of 1098 cars. This law took effect in December 2009. In case of an accident, the fee covers the driver's hospitalization fees, car damages, and lawyer fees if they are sued by passengers.



To make this law possible, the Association has asked all drivers to participate in this project. The base owners have raised the base fee from ten to fifteen dollars. Five dollars will be used for the workers compensation fund, five for the Association, and another five to get an office. This fee will not cover ticket violations. Those who pay will receive a certificate. This fee is not obligatory, but in case of a problem, they will be responsible and run the risk of losing their base. Though the Association has tried to explain the advantages of this law, there are still some who do not want to participate.

The Association has been incorporated since January 15<sup>th</sup>, followed by a general meeting introducing the corporation. The United African Livery and Base Owners Association along with the Latino coalition have decided to work together to become more powerful. Caramel, Dial 7, and many others are working together on this issue. For their courage and service in the community, Afro Market has dedicated this page to the United African Livery and the Base Owners Association in reporting all activities, problems and more..



Contact of  
Mamadou Kane:  
516 4251358



**“ I have created a lot of jobs for people”**

Alex is a young Dominican American man who was born in the US. He co-owns a barbershop named B-Way with his cousin, located in Harlem on Broadway, between 125<sup>th</sup> and 126<sup>th</sup> street. B-way, a nice, modernized unisex salon is a reference for people living in the neighborhood. Before B-Way, Alex worked in several barbershops for years. But Alex’s dream was not to become a barber. Instead his passion was to serve as a counselor in his community. For many years, he studied in school as a counselor. But after being dissatisfied with the field of social work, he quit and began working in a barbershop. *“I worked in several barbershops to save money to go to school. When I finished school I started working as a counselor, but I didn’t like the job. Then I went back to school to study radiology.*

**Alex a successful barber**

*While I was there, my cousin proposed the idea of opening up a barbershop. My uncle knew a super who found us a location, and here we are.”*

Things are working out at the barbershop, however Alex still thinks about going back to school. He doesn’t necessarily love his job, but it’s better than his previous jobs. He’s making enough money to take care of his family, and he as gets to experience the world of business while making new friends. I asked him if it makes sense to work in a barbershop after all his years of schooling and he answers, *”Yes, it makes sense. I’ve created a lot of jobs for people and I’m getting experience as a business owner. If I want to do anything else, I have new hope. When the lease is over, I can start a new business.”*

Alex is a hard worker. He works six days a week and employs six people. Even in this recession when business is slow, he doesn’t give up. Alex even encourages people to open their own barbershops, but he reminds them that the job requires some skills. *”To open up a barber shop you must have a big personality, be patient, and have determination.”* Every job has its negative side, and usually it’s the bad attitude of customers that these workers encounter. But Alex knows how to deal with it when it happens. *” We have problems but not a lot. People who come to you after a while become your close friends. For those who make trouble, I explain to them that this may not be the right place for them.”*

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**PUBLIC INFO**

**People salaries**

**PER WEEK PER YEAR**

Accountant	\$1055	\$54860
Animal Attendant	\$610	\$31720
Painters	\$905	\$47060
Auditors	\$940	\$4880
Automobile	\$678	\$35256
Bank Workers	\$676	\$35152
Bar Attendants	\$611	\$31772
Disabled Carer	\$603	\$31356
Taxi Drivers	\$821	\$42692
Hair Dresser	\$503	\$26156
Carpenters	\$742	\$28584
Bus Drivers	\$801	\$41652
Cook	\$500	\$26000
Club Managers	\$890	\$46280
Chef	\$671	\$34892
Child Care Worker	\$500	\$26000
Dentist	\$1506	\$78312
Journalist	\$ 9 7 9	\$50908
Court Officers	\$ 6 9 3	36036
Post Office	\$ 8 0 0	\$41600

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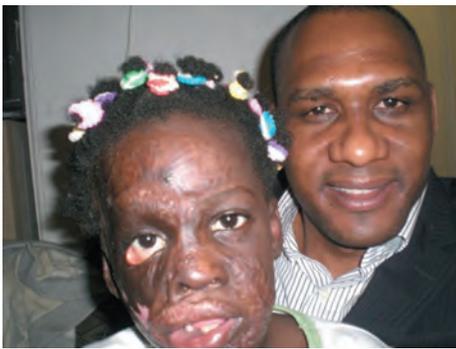
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**Name: Ousmane Ba**  
**Occupation :Humanitarian**  
**Country : Senegal**

Ousmane Ba is the founder and president of Africa Services. He is a very devoted man who has sacrificed a decade to helping kids from Africa be treated in the US. He has saved the lives of more than 160 kids. He has even graced the cover of CBS during Ramatoulaye's treatment in the US. Today, he is looking for the means to treat a six year-old girl named Aisha who has third-degree burns from a fire.

**-Could you tell us about your organization and why you are so devoted to helping children?**

-My name is Ousmane Bah and I'm the president of Africa Services. I am not related to Aisha, but I felt compelled to help her. Her parents could not afford to pay for the treatment of her third degree burns. I read about her on a web site called Seneweb, then contacted her parents and I explained to them I had all intentions in helping their daughter.

**-How many kids have you helped bring to the US?**

-In the past nine years, I have helped between 160 to 170 kids from Africa, Guinea, Mali, Gambia, Ivory Coast, and Senegal.

**-How is it that you have the means to make this possible?**

-I don't have money or grants, but I do have a heart. When you have a heart, you will find the means to make anything possible.

**-What criteria is necessary for the selection of children being helped?**

-When I hear of a tragedy, I go talk to the parents and tell them that I will do my best to help their kids, but I do not make them any promises. I ask them and for the child's documents and medical files, then put them together and to find aids for them.

**-You said you helped more than 160 kids. Have you also failed helping a child due to the lack of financial aids?**

-Yes, it's not easy. It takes years to find help for treatment. When I contact organizations and sponsors, sometimes it works right a way and other times I have to travel the entire year around the country to meet people, doctors and organizations to explain to them why they have to help these kids. The next option is to find help in the country for the victims.

**-What is the support that comes from your community?**

-I have the support of the African community, specifically the Senegalese Association, World Bank, the Bank of Development, Africa kine and Mohamed Sow who has provided his apartment. Despite all, Aisha didn't get the same help she as Ramatoulaye. She got the plane ticket, food, surgery, and accommodation. So I have to fight to find 60 million CFA (about \$150,000) for her. But after four months, I brought her over here with money from my own pocket. The Shwana Hospital in Boston accepted to treat her, but she still needed more money.

**-Now that she is in the Hospital, how has she been doing?**

-She is happy and confident, because she knows that she is going to be fine. Her father is happy and is hopeful as well.

**-Because it's hard for you to find financial aids, does the thought of quitting ever enter your mind?**

-Some people say that I'm wasting my time and money. They wonder why I don't save all this money for my future. I respect their ideas but I have my own ideas which I believe in the most. I love kids and I'm sure that I was put on this earth for them.

**-Any last words?**

-Children not only in Africa, but all over the world, are in need

of help. Adults can help themselves but children have no means and no power, so we have to help them. And I'm doing the best I can and can do even more with your support.



## Public Info

### Advantages of Investing in a Franchised Business

When you invest in an already created business model, you can be sure that the business will be successful if you follow the franchisor's instructions and work hard.

Less than 5% of franchised businesses fail every year in the U.S. This is lower than the percent of regular small business that fail. For this reason alone, purchasing a franchised business is one of the most secure investments you can make.

Getting financed for a franchise business loan is drastically easier than it would be if you were starting an independent business. Banks know the lower risk involved in a franchise investment and love to be involved with secure and profitable ventures. With a franchise, you will not only receive thorough training, but you will also have ongoing support from corporate and other franchisees.

ources : Roni Deutch

### What is Identity theft and how to prevent it?

Identity theft is one of the worst nightmare that can happen in your financial life. Identity Theft occurs when someone steals your identity information to commit a crime. It can ruin your credit score even your life. For example, you live in New York and someone is using your identity in California.

This person can open a bank account, or get a driver's licence, or ID card, get a job, or get medical services, or rent a house in your name.

#### How to prevent it?

Destroy or put in the water (for hours) your personal documents, and old financial documents you don't need. Don't throw them in a garbage. - Don't put your financial information in your cell phone.

Memorize your PIN numbers and passwords and change them often.

Don't use your name, nickname, date of birth as passwords for your accounts.

- Don't share your mail with someone you don't trust if you are receiving your accounts in your mail.

- Review your financial statements and get a free credit reports. -

#### What to do if you are a victim?

Close immediately your account or call your bank. Call the police to notify them about the case.

Review your credit reports to find out where the incident occurred.

**Report the theft to the federal Trade Commission**

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**Name : Ibrahim Fofanah**  
**Occupation :Businessman**  
**Country :Guinea**

Abraham Fofanah alias loss is a business role model for African entrepreneurs who want to go into business. In the past year he has created a delivery company and two restaurants in Harlem. [Here is our interview](#)

**-How did you come into business and be successful?**

-I have been working in the fashion community in New York City for the past fifteen years. First as a messenger and then owner of Abe delivery service and two restaurants and café in Harlem. I have proven myself to be trustworthy, diligent, determined, self confident and courteous individual committed to providing my clients with the most efficient and complete service. At the time I was able to save \$10,000 in 1993. I went ahead and started my delivery company.

**-Can you give us some names of your celebrity clients in the world of fashion?**

I have attracted many clients from freelance stylists, artists, designers and publishing houses. Some of the clients are Prada, Marc Jacobs, Michael Kors, Valentine, Diane Von Furstenburg, DKNY, Louis Vuitton, Moshino, Georgia Armani, Gucci, and Chanel

**-What is the main reason to opening Café 2115?**

I opened Café 2115 because it is located in the heart of Harlem. It attracts a lot of customers from all over the world. Because of the success of the delivery service I started thinking and I said to myself I want to be totally independent.

**-Between the messenger and restaurants what do you like the most?**

-I enjoyed both businesses because they are both social and cultural networks, where you meet people and make friends on a daily basis. I am a sales executive who enjoys selling my services and products to my customers. I always make sure that I satisfy their needs. The messenger services and the

restaurants allow me to do just that.

**-You are very popular and successful. How do you help young entrepreneurs who need your help?**

-I have been able to help a lot of young entrepreneurs, But my advice to them is to have a business plans and be patient. Attend trade shows and business expos. Success does not come overnight, please don't quit because it takes time to realize your dream.

**7) What are the most successful things you remember in your business?**

In 1996 I was attending a meeting at a business expo when I met a loan officer from chase bank. I introduced myself to her, presented all my paper work, including a business plan, profit and loss ledger. She was also very impressed with the profits I made during the three years of my business. She came to my office with their representatives from the bank and was able to secure \$50,000 to develop my business, since then I never look back. I also have been able to hire more than two hundred people for the past fifteen years in all three businesses, to help out a lot of students to give them flexible hours to school and work. I was able to help a lot of people coming from Africa to secure jobs at my businesses. For the past two years, my brother Mamadi Djoula has been able to help and organize with me to give out free meals to all Muslims on the first Friday of every month with the help of Iman konate.

**Who is the biggest inspiration in your professional life?**

Jane Agnew was the fashion editor of the town and country magazine. As a messenger I was very close to her. One afternoon we went out for lunch. I told her that I have saved up some money I want to start my own business. She said go get your license, insurance and business cards. And that day April 1994 I got my cell phone and went to secure my office space. She is my role model. Mamadi djoula was a very successful business man in Africa. Having a wonderful brother like him, he helped me out a whole lot. He was a good inspiration to me, He gave me a lot of advices.

**Contact : 917-560-1720**



## Entrepreneurship



**Name : Ibrahima Diafoune**  
**Occupation: President of ASA**

**Country: Senegal**

Afro Market met with Ibrahima Diafoune, the president of the Association of Senegalese of America (ASA) to discuss the economic aspect of his community people as well as others issues. Ibrahima is the third president elected twice, with terms from 2006 to 2008 and 2009 to 2010.

**“ We provide great services to ou community”**

**-Could you tell us what your occupation is in this Association and what ASA is?**

-My name is Ibrahima Sory Diafoune and I am the president of ASA, which was created in 1988 on behalf of the Association Nationale des Senegalais. The name was changed in 1993 to ASA (Association des Senegalais d’Amerique). The purpose of ASA is to gather the Senegalese and discuss our socio- economic life.

**-Can you tell us what activities your community people are involved in and you as well?**

-65% of our community people are self-employed. They include hair braiders, street vendors and taxi drivers. For hair braiders, the state has shot down their salons because of the lack of licenses. The state requested that women go to school to learn how to braid..It didn’t make any sense because most of them can’t write or speak English. Plus, the best hair braiding schools are in Africa. But arguing would not solve the problem so we asked our sisters to bring us their licenses from Senegal. However, 90% have been rejected because they were fake. As for the street vendors, they must endure altercations with the police. These people spend thousands of dollars to purchase merchandise. When the police arrest them, they confiscate their products and handcuff them.

**-Is it normal to operate in the streets without a license?**

We are not trying to break the law over here, but we are trying to protect and defend our community members and at the same time respect the rules and regulations of this country. Getting a license takes years, but these people have families to support here and back home.

**-Do you collaborate with the highest level of Senegalese intelligentsia? What support do they offer the Association?**

-Good question. We have more than ten professors at Columbia University, doctors, and bankers all over the US. But the problem is connecting with them. I cannot say the Senegalese intelligentsia is not effective with our organization, but I can say with-

out any mistake that they have less of an impact in our organization. However, I respect Souleymane Bashir Diagne who always visited and helped the Association. He is a professor at Columbia University and is among the best twenty-five philosophers in the world.

**-What other services do you provide to your community?**

-In 2008 and 2009, we signed an agreement with Mount Sinai Hospital so that we can send our people there to get treatment. We have organized an inter-department conference with the police department, customs, the IRS and immigration in the state building to discuss our problems. Now we can get assistance with health, immigration issues, and the transferring of bodies to Senegal in case of death. We also brought several desperate children from Senegal to treat them in the hospitals here.

**-What activities were the ASA involved with in 2009?**

In addition to what I mentioned above, we have organized a big symposium in New York where delegates from all continents can attend. We have recruited our community people for census and have organized the soccer team between the African diaspora of different countries. And last year, the ASA along with the Spanish Coalition filed a lawsuit against the calling cards companies because they were cheating immigrant communities. The African people took a petition, which was sent to the D.A and in return, they took action.

**-How do you get aids to finance your activities?**

-We apply for grants from the US government, New York City and NGO’s members.

**-We know it is not easy to lead an association. What are some difficulties you encounter in your presidency?**

The biggest difficulty I encounter is when I have a problem in front of me that I can’t solve. But I try to understand that my community is diverse and it’s not easy to satisfy everybody at the same time.

**-What do you think about an African confederation?**

-In December of 2008, we had a meeting with the supernatural composed of twenty-three African countries which was initiated by ASA. But when the French and English speaking countries met, the latter of the two believed because of their language advantage, they had to be the leader. But we overcame this and now I’m the coordinator until we have an election. On December 28<sup>th</sup>, we have a meeting in the ASA office for this matter as well as other topics.

**If you had to reward someone not close to you, but in the diaspora of this job, who would he be?**

- This is a tough question. I prefer not to give you any name until I finish my term of presidency.

Contacts:121 St. Nicholas Avenue New York

Tel :212-932-0900/Fax :212-932-0880

**NEWLY CONSTRUCTED SENIOR APARTMENTS FOR RENT**

**-Stapleton Senior Owners LLC** is pleased to announce that applications are now being accepted for 104 affordable senior housing rental apartments now under construction at **180 Broad Street**, in the Stapleton section of **Staten Island**. This building is being constructed through the Low-Income Affordable. **At least one household member must be fifty-five (55) years of age or older at time of application. mail a POSTCARD to: Stapleton Senior Housing c/o: The Wavercrest Management Team, 87-14 116th Street, Richmond Hill, NY 11418, or download from www.180 Broadstreet.com.** Completed applications must be returned by regular mail only (no priority, certified, registered, expressed or overnight mail will be accepted) to a post office box number that will be listed with the application, and must be postmarked by 03/31/2010. Applications postmarked after **03/31/2010** will be set aside for possible future consideration.

**NEWLY CONSTRUCTED APARTMENTS FOR RENT**

Shakespeare Apartments is pleased to announce that applications are now being accepted for 126 moderate income housing rental apartments now under construction at 1382 Shakespeare Avenue in the Highbridge section of The Bronx.. Applications may be requested by mail from: Shakespeare Apartments New HOP 941 Hoe Avenue, Bronx, New York 10459. Please include a self-addressed envelope with your request. And must be postmarked by April 5, 2010. Applications postmarked after April 5, 2010 will be set aside for possible future consideration.  
**www.theshakespeareapts.com • 718-924-2271**

**Newly constructed Affordable Cooperative Apartments to sale.**

**Leggett Associates, LLC** is pleased to announce that Applications are now being accepted for 41 studio, 1, 2 and 3 bedroom cooperative apartments at **Fox Leggett Cooperative Apartments** located at 715 Fox St., Bronx, NY. A minimum 10% down payment will be required for all the units. All applicants must have good credit history and have the means to meet monthly debt obligations. Applicants must meet income guidelines based on household size and other selection criteria to qualify. Total assets (not including 401K and other retirement accounts) of household cannot exceed the following amounts: \$67,960 for studios, \$95,982 for one bedroom, \$130,233 for two bedrooms and \$ 169,565 for three bedrooms. Purchasers who desire cooperative loan financing must qualify for same. **HOW TO APPLY** : Applications may be requested in writing from Leggett Associates c/o Blue Sea Development Co., LLC, 3 Park Ave., 28th Fl., New York, NY 10016 or by sending your mailing address by e-mail to info@blueseadev.com. Please include **a self-addressed envelope** with your request. The Application must be postmarked by the **deadline date March 27, 2010**. Applications postmarked by the deadline date will be placed in a lottery pool and randomly selected.

**NEWLY CONSTRUCTED APTS FOR RENT.**

**Decatur II Apartments** is pleased to announce that applications are now being accepted for **49** affordable rental apartments now under construction at **2727 Decatur Avenue** in the **Fordham** section of the **Bronx**. Applications may be requested by **mail or in person from: Decatur II Apartments, c/o Highbridge Community Development Corporation 1465 Nelson Avenue, Suite A, Bronx, NY 10452 or downloaded from www.highbridgecdc.com/decaturII.**

If requested by mail, please include a self addressed envelope with your request. Completed applications must be returned by regular mail only (no priority, certified, registered, express or overnight mail will be accepted) to a post office box number that will be listed with the application, and must be postmarked by **February 22, 2010**. Applications postmarked after February 22, 2010 will be set aside for possible future consideration

**Newly Constructed Apartments for Rent RCB APT**

**RCB APARTMENTS** is pleased to announce that applications are now being accepted for 278 affordable housing rental apartments now under construction at **3952 Third Avenue** in the **Bathgate** section of **The Bronx**. Applicants will be required to meet income and additional criteria. **Applications must be requested by post card only from: RCB APARTMENTS, 303 Park Avenue South, PMB 1122, New York, NY 10010 or downloaded at www.phippsny.org/housing\_app.html.** Completed Applications must be returned by **Regular Mail ONLY (No priority, certified, registered, express or overnight mail will be accepted)** to a post office box number, or its equivalent, that will be listed with the application, and **must be postmarked by February 15, 2010**. Applications postmarked after February 15, 2010 will be set aside for possible future consideration.

**Newly Constructed Apartments for Rent.**

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