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BUSINESS

PEOPLE OF PROMINENCE



Bryant

Lockman-Brooks

A pro at crafting marketing strategies

Lockman-Brooks built company with relationships

By Erica Bryant
SPECIAL TO THE POST

In 1998, Linda Lockman-Brooks launched her successful marketing strategy consulting firm, Lockman-Brooks Marketing Services LLC.

Current clients include the NBA Charlotte Bobcats, Hunt Construction Group and Lowe's Home Improvement Companies.

Lockman-Brooks is one of the honorees for this year's Charlotte Post People of Distinction awards May 4 at 6 p.m. at Spirit Square. Among other things, find out what Lockman-Brooks says is the best advice when it comes to starting a business.

The following is the first in a series of interviews with the honorees.

EB: What are some of your words to live by?

LLB: My father was a pioneer, and one of the first blacks to work in the beer industry for Anheuser-Busch in 1951 in St. Louis. The things daddy would say to me often were, "You're young, black and female. You have to do 200 percent just to stay even, so accept it, and get on with it."

Those were words spoken to me early on by someone who I knew loved and cared for me. So, that's the approach that I took to education and the world of work.

EB: What are some mistakes that you've seen other people make in the corporate world that might have prevented them from advancing the way you have?

LLB: I think often we may assume that people are reacting to who/what we are. For example, if you are black and female and you have a negative review that is often the first conclusion we jump to. That may "in fact" be the case, but you have to step back and say, "What could I have done differently?" So I think it is really important to be fairly self-actualized and be willing to understand what you don't do well. That is something that I learned. I contend to be verbose.

I have a great command of the English language, and I had to learn to listen and to give other people a chance to talk. That was feedback that I got from a boss a long time ago.

EB: How do you achieve balance in your life with work and family?

LLB: We can't have true balance in our lives. It just doesn't exist. We have to give ourselves a break and step back.

I think it was Maya Angelou who said, "You have to remember to breathe." That's what I try to remind myself to do more and more, take stock, and remember to breathe.

Bathtub where assassin stood to shoot M.L. King for sale again

THE ASSOCIATED PRESS

MEMPHIS, Tenn. — The flop-house bathtub James Earl Ray stood in to shoot Martin Luther King Jr. is for sale on eBay for a third time.

The auction, scheduled to run for 10 days, reopened Monday with an opening bid of \$7,500, D'Army Bailey, the Memphis judge who owns the tub, said on Friday.

A portion of the sale's proceeds are to benefit the Boys and Girls Clubs of Memphis, he said.

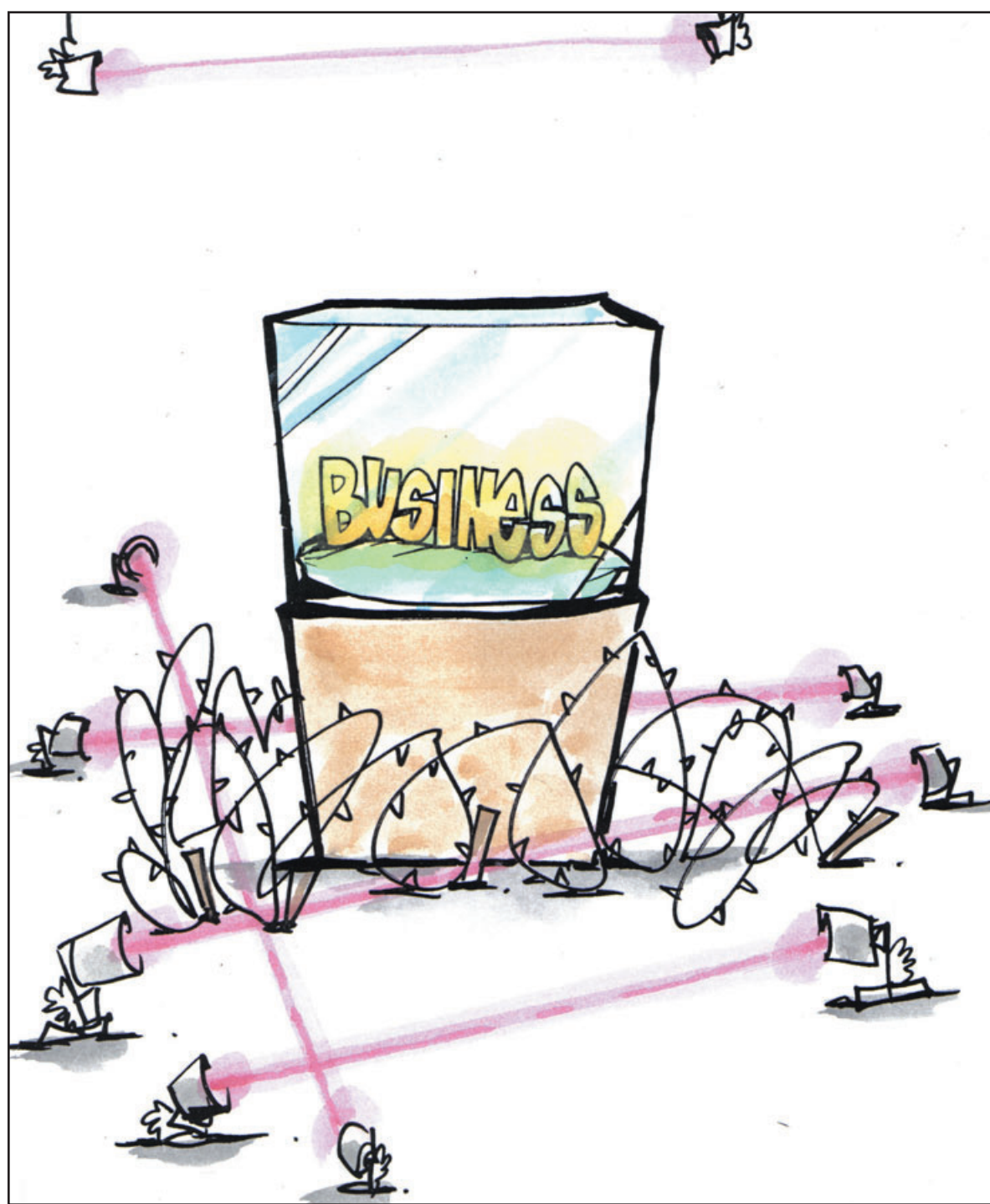
The tub first went on sale in July 2004 and drew a bid of \$152,000, but eBay removed it over concerns the item might be considered offensive, particularly to King's family.

But the Web site's operators later decided the item's historic

value met its guidelines. It was put up for auction a second time, but did not sell.

Bailey, one of the founders of the National Civil Rights Museum located at the site of King's death, said he got the tub in 1983.

King was shot on the balcony of The Lorraine Motel while in Memphis to help lead a strike by city sanitation workers in 1968.



ILLUSTRATION/JIM HUNT

National program educates small businesses on security details

By Herbert L. White
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Corporations aren't the only businesses facing security risks.

The Council of Better Business and Privacy & American Business have launched a national initiative to help entrepreneurs improve security and privacy readiness.

"Small businesses aren't quite in step with their larger industry counterparts in addressing data security," said Tom Bartholomy, president and CEO of the Better Business Bureau. "They often believe they're better protected than they really are, because they don't have in-house experts to advise them on what else they should be doing beyond locking up their storefronts."

"It's difficult for them to know where and how to access support. This makes us all vulnera-

ble, as small businesses are a strong part of our economy. Business owners of all sizes need to be vigilant in protecting their customers, their employees and themselves."

Security & Privacy — Made Simpler, the BBB initiative is designed to de-mystify the complexities of data security and give small businesses a non-technical roadmap to securing their customer data.

The national program includes free, easy-to-read security and privacy toolkits, with separate kits focused on customer and employee data protection. The customer data kit is being released now, and the employee kit will be released in the fall. In addition, the program will feature a downloadable "webinar" featuring key topic experts, plus ongoing updates about new security and privacy developments that affect small busi-

nesses. The educational materials are accessible online at: www.bbb.org/security&privacy.

The program was developed in partnership with privacy and security experts Alan F. Westin, founder of Privacy & American Business, and Lance Hoffman, Distinguished Research Professor, George Washington University.

The toolkits will be distributed through the 116 local Better Business Bureaus across the country, reaching a potential audience of 380,000 small businesses and thousands of other small businesses nationwide.

High profile data breaches at major corporations have largely eclipsed small business vulnerabilities. Yet, a 2005 survey by the Small Business Technology Institute reports that more than half of all small businesses in the U.S. experienced a security

See EDUCATION/8C

Alabama lawsuit charges funeral home discriminates against black customers

THE ASSOCIATED PRESS

MOBILE, Ala. — A class action lawsuit alleges that a Mobile County funeral company discriminates against blacks.

SLG Group Inc. owns and operates Serenity Funeral Home, Serenity Memorial Garden, Lawn Haven Memorial

Gardens and Gulf Coast Vault Co. in Mobile County.

The lawsuit, filed March 16, alleges that Serenity Funeral Home "attempts to bury only Caucasians in Serenity Memorial Gardens and only African-Americans in Lawn Haven Memorial Gardens."

"Almost all, if not all, of the deceased buried in Serenity are Caucasian. Almost all, if not all, of the deceased buried in Lawn Haven are African-American," the lawsuit says.

"I have not received a summons at all either in the mail or

See LAWSUIT/8C

Teens have eyes on design

By Aisha Lide
THE CHARLOTTE POST

Tia and Tamia Haygood turned a class project into an entrepreneurial opportunity.

TKH Designs is an apparel business that creates custom shirts, crochet, scarves, blankets, and bags. Tia is a senior at North Mecklenburg High School, and Tamia is a junior at Northwest School of the Arts.

"Our business is still under construction," says Tia. As of right now the sisters create custom designs for private clientele.

Between the Haygoods mother, Georgia, and Tia's high school fashion show project TKH was originated. Tia had to create six garment designs for a high school project her sophomore year.

Georgia Haygood was interested in them learning the skills for financial purposes, Tia said, and the sisters found the industry interesting. Georgia acts as the recruiting director of TKH Designs. She brings in almost 80 percent of clients.

While Tia is more proficient at sewing, Tamia is more artistically inclined. She makes most of the designs. "She draws really well," said Tia, who is teaching Tamia how to sew.

TKH services older clientele while in the beginning their designs were geared more to young people. While finding their creative niche the girls would give gifts to their friends.

TKH does not have a land based store however, "That would be really nice," said Tia.

Tia has been accepted into Western Carolina University, UNC Greensboro, and Appalachian State University. She does not plan to pursue a career in the fashion industry, but Tamia more than likely will try her hand at design. "Tamia is definitely into it 100 percent," says Tia. "For me the demand for fashion design is beyond my capacity."

High on the hog: Making healthier bacon through genetics, cloning

By Paul Elias
THE ASSOCIATED PRESS

SAN FRANCISCO — A team of geneticists using the latest cloning techniques say they have created pigs that can produce healthier bacon and other pork products.

The researchers inserted genetic material from the microscopic roundworm *C. elegans* into pig fetal cells, which were then used to create 10 cloned pigs. Six of the cloned swine produce significant amounts of omega-3 fatty acids, a heart-friendly substance normally found in salmon and other oily fish.

The scientists are also genetically engineering cows and chickens to make more omega-3 in a bid to better understand human disease and improve the quality of meat, milk and eggs.

"We all can use more omega-3 in our diet," said Dr. Jing Kang, the Harvard Medical School researcher who discovered the omega-3-making gene in the worm. Kang is one of 17 authors of the paper appearing in an online edition of the journal *Nature Biotechnology*.

The researchers also said their creations can be used to better understand human disease.

The cloned, genetically engineered pigs are the latest advance in the agricultural biotechnology field, which is struggling to move beyond making esoteric products such as soy that's resistant to weed killers and bug-repelling corn.

Hoping to create healthier, cheaper and tastier products that consumers crave, Monsanto Inc. of St. Louis and its biotech farming competitors like DuPont are developing omega-3-producing crops that yield healthier cooking oils. Kang said 30 academic laboratories are working with his omega-3 gene, presumably pursuing similar projects.

"Consumers have responded pretty positively when asked their opinion of food modified to improve food quality and food safety," said Christine Bruhn, director of the University of California, Davis' Center for Consumer Research. "Just as long as the taste isn't altered negatively."

Earlier experiments have succeeded in

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