



Personnel touchdowns



Setting the stage



August

PUBLISHER'S PAGE

Election '08 not about history, but our future

12 ABOUT THIS ISSUE

Black Radio Days

18 LETTERS

Readers' forum

126 ALL ACCESS

BLACK ENTERPRISE chronicles history in the making as Sen. Barack Obama is expected to be the first black candidate to win a major party's nomination!

128 BACKTALK

with Allan Houston

54

Performance is often overlooked in business growth and income strategies, but companies that convert employee potential into actual performance will ultimately grow profits. -C. Jettrey Wright

23 NEWSPOINTS

B.E. 100s Capri Capital lands \$2 billion real estate deal in Saudi Arabia WASHINGTON REPORT Black Republicans grapple with historic implications of Obama candidacy FACTS & FIGURES African American participation in the manufacturing sector dwindling

31 MONEYWISE

HOMEOWNERSHIP How Obama and McCain differ on possible reforms for the battered housing market STOCK PICKS Walter Prendergast says a brewery is one of the small-cap stocks you should consider RETIREMENT Does your 401(k) measure up?

41 ENTERPRISE

MAKING IT Entrepreneur gives seniors and employees a fresh start

BUSINESS TOOLS Publicity is vital to any company's

BUSINESS OPPORTUNITIES Introduce your business to a new audience-literally

TECHWATCH

BLACK DIGERATI Paul Judge launches new Web security company

TECH NEWS Tech vendors tailor new products for the little guys

B.E. REVIEWS Epson Stylus Photo R1900 creates bold images

52 POWERPLAY

EXECUTIVE SUITE How a sports professional made all the right selections ACTION PLAN Create the best workplace for the right talent

58 DIVERSITY WATCH

TRENDS Why African immigrants could represent a promising consumer market for major companies DIVERSITY Q A law partner explains what it takes to keep talent

CORPORATE INITIATIVES A PG&E employee learns how to move ahead

MOTIVATION 112

TRIALS & TRIUMPHS Great-granddaughter maintains award-winning legacy ATTITUDE ENHANCEMENT You can control your anger

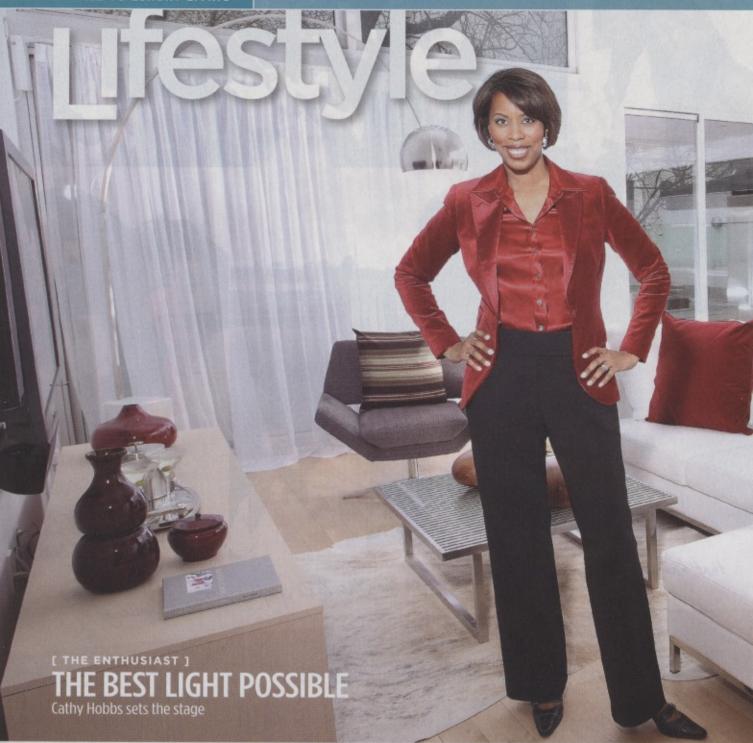
SHOPSMART 114

CONSUMER ALERT Protect yourself from medical identity theft CREDIT MANAGEMENT Be smart about

accepting credit card offers

118 LIFESTYLE

THE ENTHUSIAST Cathy Hobbs sets the stage CITY INSIDER Bill Mitchell finds Portland provides easy living at a sophisticated standard



or developers and real estate agents looking to sell property fast, home staging is an invaluable marketing tool. Enter interior designer Cathy Hobbs, accredited home stager and founder of aphereä (www.apherea.com), a full-service interior design firm in Brooklyn, New York. Hobbs, also an Emmy Award-winning, 18-year television journalist, stages designs in luxury residential and commercial properties and provides design services to home and business owners. Her goal is to showcase a unit's best features with designs that allow potential buyers to conceptualize their ideas. "Many buyers see only the physical space. Staging enhances the appeal and benefit. I present a cohesive look in keep-

ing with the look and feel of the apartment potential owners are contemplating," says Hobbs.

Co-host of NY Residential, a weekly morning show on WPIX Television CW11 that explores real estate trends, Hobbs also holds a bachelor of fine arts degree in interior design from Fashion Institute of Technology. She first conceived of a business in home staging at the suggestion of the broker who sold her an apartment during Brooklyn's development boom. Now aphereä gets a healthy boost from New York's fiercely competitive market and the current downturn in real estate. More developers are using staging as a reliable technique to increase sales and prop-



erty equity. Hobbs says, "The staged model is a blueprint for the potential of the other units and, on the strength of this, can sell out a multimillion-dollar building." She oversees staging for approximately 25 projects a year; in the first quarter of 2007 alone she completed 16 new developments.

Staging entails more than just aesthetic furniture placement. Hobbs and her team use furnishings, bedding, color schemes, accessories, fabrics, and artwork as well as supervise purchases, delivery, and installation.

Price is based on the number of rooms staged, the amount of work involved, and the level of furnishings required.

To make design concepts accessible to a wider audience, Hobbs created the service Design On Delivery. For \$795, clients receive a one-hour on-site consultation, two hours of studio time, and a full retail package suggestion including paint colors, fabric, and design and furnishing options delivered by mail or e-mail. Design Recipes (www.design-recipes.com) is a resource guide Hobbs developed to help individuals create and implement their own design ideas.

"When I opened aphereä, I wanted great design ideas to be available to everyday people, not just the elite."

-Denise Campbell