

BLACK PAGES

THE DIRECTORY OF CHOICE FOR A DIVERSE COMMUNITY

2005 EDITION



EXCLUSIVE
Special
Entrepreneur
Guide
Inside!

Ron King
Asheville Fire and
Rescue Department



Terry Bellamy
Asheville City Council



Dr. Ronald R. & Octavia Caldwell
WNC Hypertension Prevention
and Wellness Center



*Asheville, Hendersonville
Western North Carolina
and other surrounding
communities*

www.dsiblackpages.com

BLACK PAGES SPECIFICS

BLACK PAGES HISTORY & BACKGROUND

The Black Pages is a business directory, professional advertising, information resource, and networking directory/guide. It is published annually by DeVerger Systems Inc. (DSI). DSI also publishes the Asheville/Western North Carolina Black Pages, Greater Orlando/Central Florida Black Pages, and the Tampa/St. Petersburg Metropolitan Black Pages. The Black Pages are published in many cities in the United States and in Great Britain and Canada. In 1993 an organization known as the Black Pages Publishers Association (BPPA) was founded to assist publishers with their directories and to position BPPA as an international organization. The publisher of this directory, Derrick A. DeVerger, is a founding member of BPPA.

WHY THE BLACK PAGES?

The specific purpose of the Black Pages is to give its advertisers access to the Minority community market place in a directory designed specifically for that market. With an annual expenditure of over \$700 billion, the Minority community is a lucrative market for businesses that seek to increase their market share. Equally important, a second purpose is to feature and highlight minority-owned businesses. The Black Pages seeks to provide exposure to those individuals and their businesses, which are at the forefront of the entrepreneurial effort. These individuals provide positive leadership to today's youth and help to provide a realistic alternative to the traditional career/employment opportunities of the past. With the emphasis on individual entrepreneurship in the United States, it is imperative that young Minorities be exposed to business role models. The Black Pages accomplishes that important goal.

HOW TO OBTAIN A COPY OF THE BLACK PAGES

Distribution of the Black Pages is primarily accomplished through points of distribution including community-based organizations such as the YMI Cultural center. Black Pages are also distributed utilizing major churches in the area. Our staff will also provide copies of the Black Pages to all our advertisers, corporate and government officials, local groups and organizations, as well as at conventions, trade shows, festivals, and other community events. We have also developed a new way to distribute the Black Pages known as the Black Pages Network (BPN), a network marketing concept which delivers the Black Pages to the home or place of business through a network of Black Pages supporters throughout the local area. If you are interested in joining the BPN contact the Black Pages at (828)253-2019.

PROMOTIONS OF THE BLACK PAGES

The Black Pages is promoted heavily utilizing local radio and television broadcast media. In addition the Black Pages is promoted in local newspapers and at local community events. A unique benefit of being an advertiser in the Black Pages is the opportunity to be featured in the Black Pages advertising/promotions.

THE CHALLENGE

Shouldn't you be included in the most effective marketing and information tool reaching the minority community today? With the support from major corporations, institutions, city, state, federal agencies, churches, organizations, business owners, professionals, educators, community leaders, and concerned consumers, the Black Pages has a significant impact on improving the economic vitality, prosperity and productivity of minority-owned business and the overall community.

COMMUNITY NETWORKING

This directory has included Asheville/WNC, Central Florida and Tampa Bay businesses in one directory. We believe by networking local businesses in one directory, we provide the catalyst that will aid in their growth and development.

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 Asheville / WNC

 Orlando / Lakeland

 Tampa Bay Area

Disclaimer:

The publisher does not guarantee the absence of error, nor against the presence of unintentional inclusions, exclusions or printing errors. No responsibility for the same can or is assumed. Every attempt will be made to comply at the earliest next printing. Send correspondence to:

DeVerger Systems, Inc.
P.O. Box 18933
Raleigh, NC 27619

Asheville/ WNC Black Pages is a division of DeVerger Systems, Inc.

BLACK PAGES

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B&B Pharmacy
462 Haywood Rd
(828) 252-2718

Johnson Memorial Church of God in Christ
93 1/2 Mount Clare Ave
(828) 254-4951

Asheville

Sensational Beauty
590 Haywood Rd
Asheville, NC
(828) 258-3357

Burton Street Center
134 Burton Street
Asheville, NC
(828) 254-1942

Reid Center
133 Livingston Street
(828) 350-2048

Shiloh Center
121 Shiloh Rd
(828) 274-7739

SECONDARY POINTS OF DISTRIBUTION

Most of our Advertising Partners and churches found in the Black Pages.

Distribution via the Black Pages Network (BPN)

BPN gives you the opportunity to have the Black Pages delivered to your home or place of business. Simply fill in the information below and mail to: BLACK PAGES - ATTN: BPN Dept. - P.O. Box 18933 - Raleigh, NC 27619

FIRST NAME: _____ LAST NAME: _____

Company Name: _____ Phone No.: _____

Address: _____

City/State: _____





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INSURANCE - AUTO

A-B TECH 828-254-1921
COLLEGE

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COMMUNITY RELATIONS COUNCIL**
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EMPLOYMENT

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DEVELOPMENT CENTER**
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..... 828-253-9317
REAL ESTATE

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COMMUNITY RELATIONS**
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BUSINESS DEVELOPMENT

ASHEVILLE POLICE DEPT
..... 828-259-5907
CITY OF ASHEVILLE - EMPLOYMENT

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CONCRETE - PAVING

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PHARMACY

BARLEYS TAPROOM 828-255-0504
RESTAURANTS

BE PIZZA & SUBS 828-255-8154
RESTAURANTS

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APPAREL

BEAR CREEK APARTMENTS
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APARTMENTS

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IRON / METALS

BILTMORE OIL COMPANY
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BICYCLE

BLUE RIDGE TO GO 828-252-1221
RESTAURANTS

BRAVO EVENTS 828-299-8887
WEDDINGS

CITY OF ASHEVILLE 828-259-5484
BUSINESS DEVELOPMENT

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BANKS

CAPITOL BANK 828-250-8700
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HOMETRUST BANK 828-350-3062
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NEO CORPORTION 828-456-4332
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ORANGE PEEL 828-225-5851
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PARTY CITY..... 828-299-0300
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PRODUCTION COMPANY

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APARTMENTS

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APPAREL

WNC HYPERTENSION.... 828-258-9068
HEALTH CARE - INTERNAL MEDICINE

YMI CULTURAL CENTER, INC

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ORGANIZATIONS - COMMUNITY

YWCA..... 828-254-7206
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Terry Bellamy

Asheville City Council Women - (828) 251-5330

Terry Bellamy is a native of Asheville, North Carolina. She graduated from the University of North Carolina at Charlotte and is working on a Masters degree at Western Carolina University. She currently is employed with Mountain Housing Opportunities, which builds affordable housing and renovates and builds homes for senior citizens and others in need. Terry also serves on the Asheville City Council. She was the highest vote getter in 1999 and during her re-election campaign in 2003.

In 2001, Terry was voted Vice-Mayor by her peers on City Council for her leadership skills. Since then, she has succeeded by working closely with constituents, both liberal and conservative. Terry is known as a staunch advocate for senior citizens and children. Terry has been recognized by One Youth at A Time as their Volunteer of the Year for her work with disadvantaged youth.

Terry also volunteers on various boards in the community, including – Asheville Buncombe Education Coalition's Advisory Board, UNC Asheville's Business Council, Asheville City Council HOPE VI Study Committee, Metropolitan Sewage District, Land of the Sky Regional Council, and YMI Cultural Center. Additionally, Terry enjoys teaching Sunday school and Ushering at her local church, River of Life International. Terry is married to her best friend, Lamont Bellamy, and is the mother of two beautiful children, Seth Lamont and Imani McKenzie.

WNC Hypertension and Wellness Center - (828) 258-9068

Ronald R. Caldwell established his niche in the mountains of Western North Carolina in 1978. Dr. Caldwell hung up his shingle for private practice at 200 Charlotte Street in July of 1978. The WNC Hypertension Prevention and Wellness Center was birthed forth in 1985 for the specific purpose of managing hypertension and related cardiovascular diseases and the complications that arise with these challenging diseases. Dr. Caldwell is considered one of the state's leading experts on hypertension. He has done lectures and training seminars at the state, national and international medical conferences. The medical community has recognized how important hypertension is in causing heart attacks, strokes and kidney failure. There has been a tremendous increase in the number of people seeking treatment for hypertension, known as the "silent killer."

Dr. Caldwell and the former Octavia Walker of Canton, North Carolina have been a team not only in the practice of medicine but as husband and wife for over 34 years. Octavia is a registered nurse and has a Bachelor of Science degree in nursing from the University of North Carolina at Charlotte. It is a unique opportunity when husband and wife can work together harmoniously. The practice is family oriented as their daughter Kymberly Scott is the medical office manager and their son Kofi is the computer service analyst. They are all active members of the faith based River of Life International Church.



Dr. Ronald R. & Octavia Caldwell

Asheville Fire Department - (828) 259-5636

Ronald has served in the city of Asheville Fire and Rescue Department for 24 years. In 1990 he became the third Black to reach the rank of Captain. As his career moved forward, he became the first Black to reach the rank as a District Commander and a Battalion Chief. He is now serving as a Battalion Commander. His loyalty to his profession has been demonstrated many times over by serving on and sometimes chairing Boards, Committees and Teams on the local, state and regional levels.

Ronald is presently promoting his first poetry book entitled "INSIDE OUT (SEE ME)" that is climbing the charts and expected to do very well nationally. It gives an insight of a man that has experienced the world of relationships with his heart open and a willingness to learn from those experiences.

He is also preparing to take his play, "LOVE IS LIFE", on a national tour. This unabashedly sentimental tale unfolds in the oddest of places. A macho poker night where a crew of manly card sharks discusses (and serenades) their love-life woes. Meanwhile, a simultaneous gathering of the men's significant others finds the ladies hashing out the exact same subject matter, with, of course, slightly contrasting view of the same. multi-character play (5 men and 6 women) explores the nature of God's love and humankind in the bargain, delivering an ultimately positive message about relationships and spirituality.

He is the CEO of 2Rs1k Production Company. He is a lecture and motivational speaker in his community, as well as a volunteer.



Ronald King

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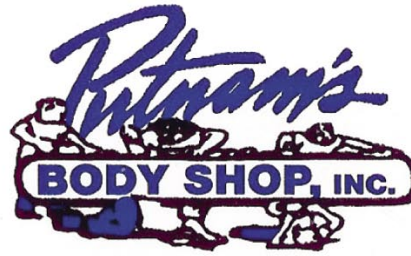
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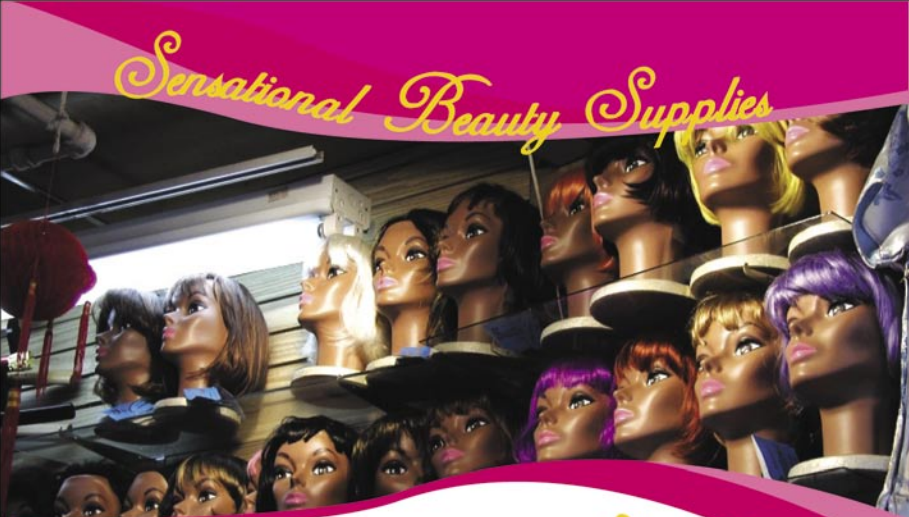
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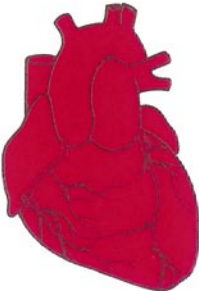


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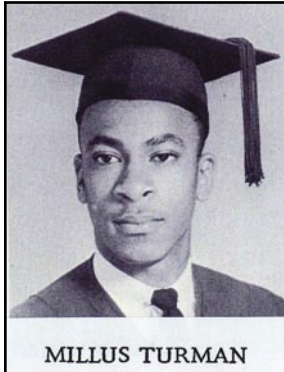
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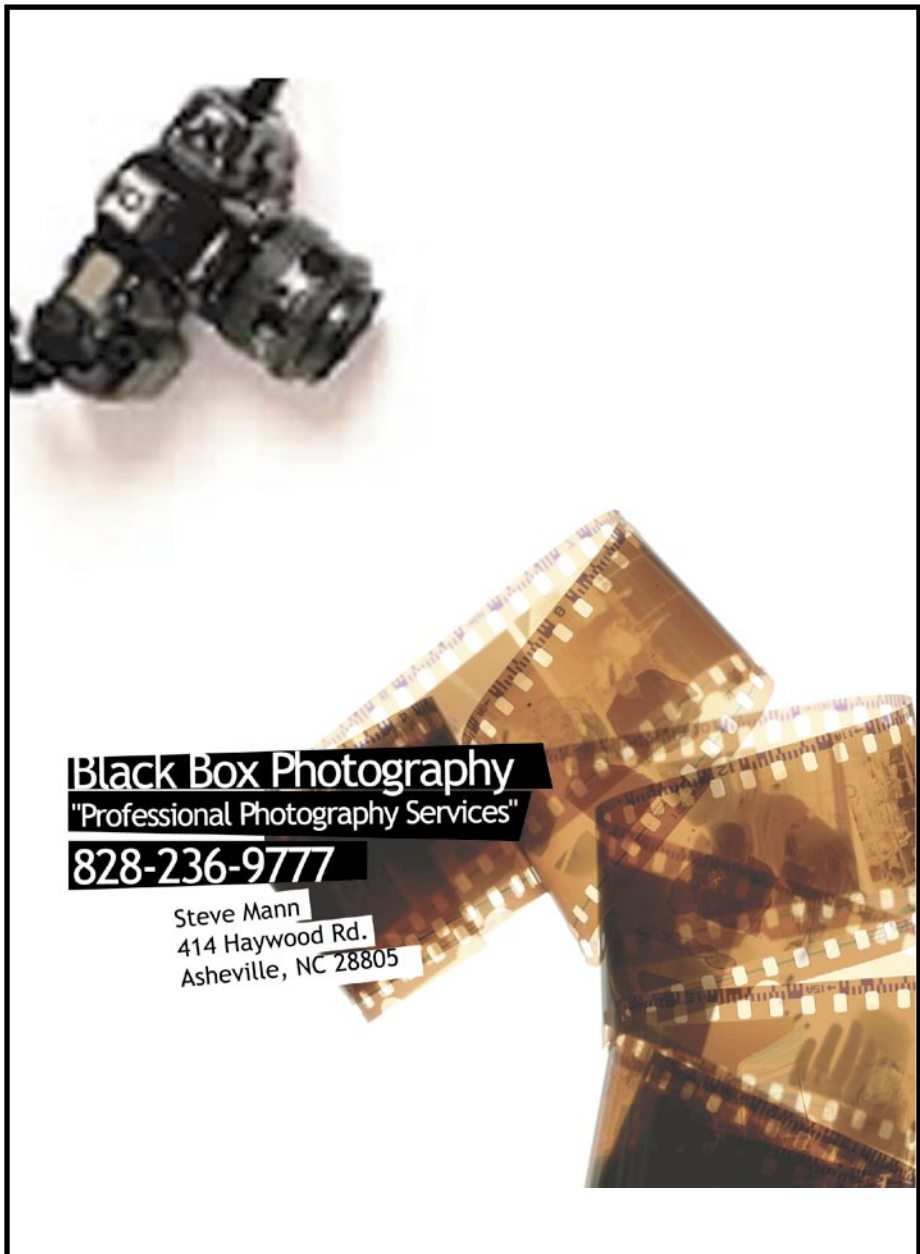
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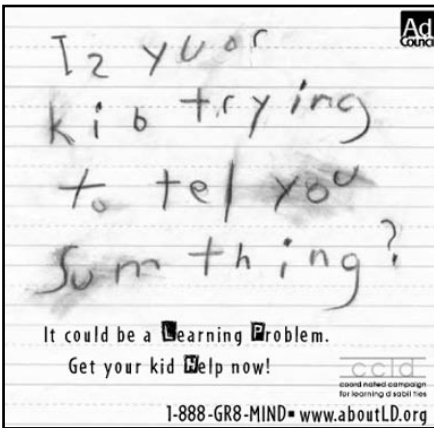
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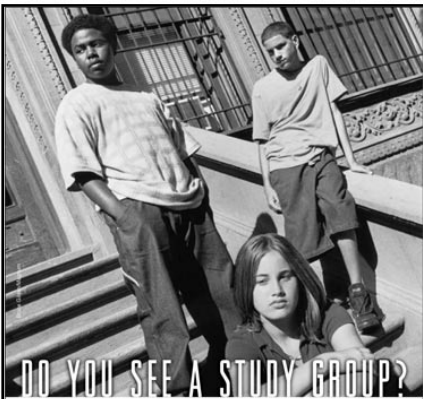
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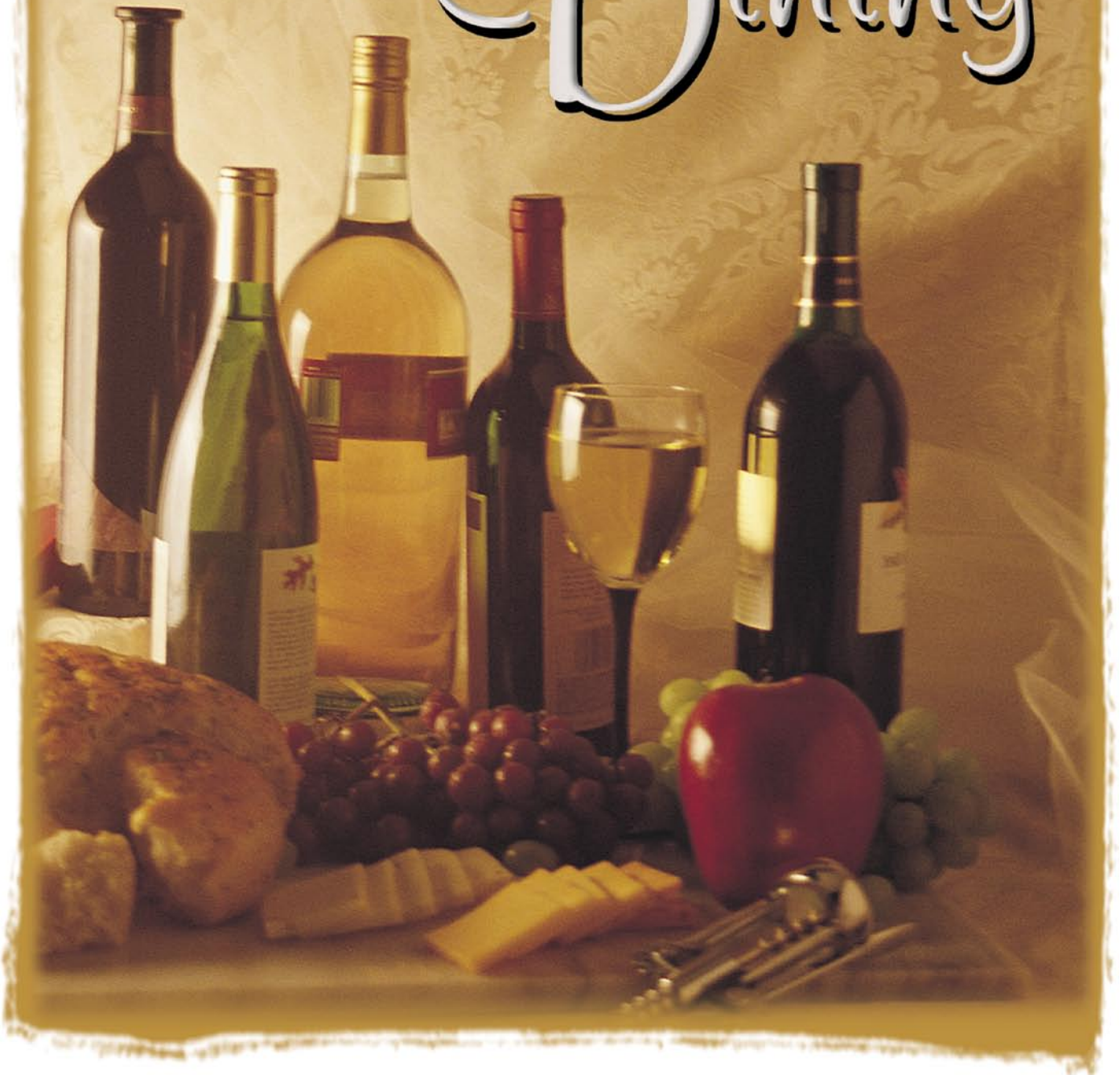
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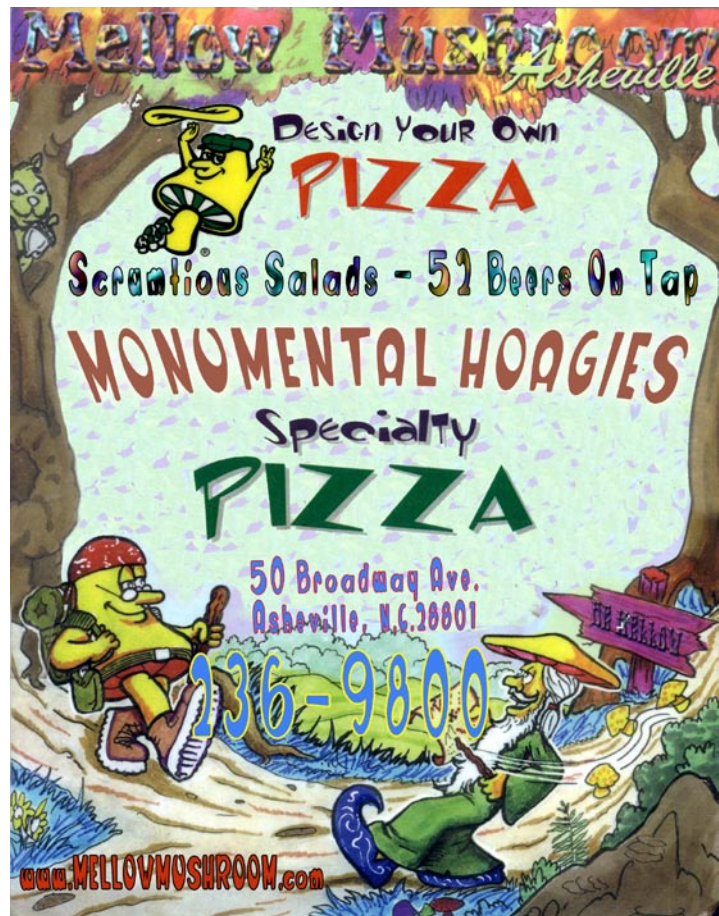
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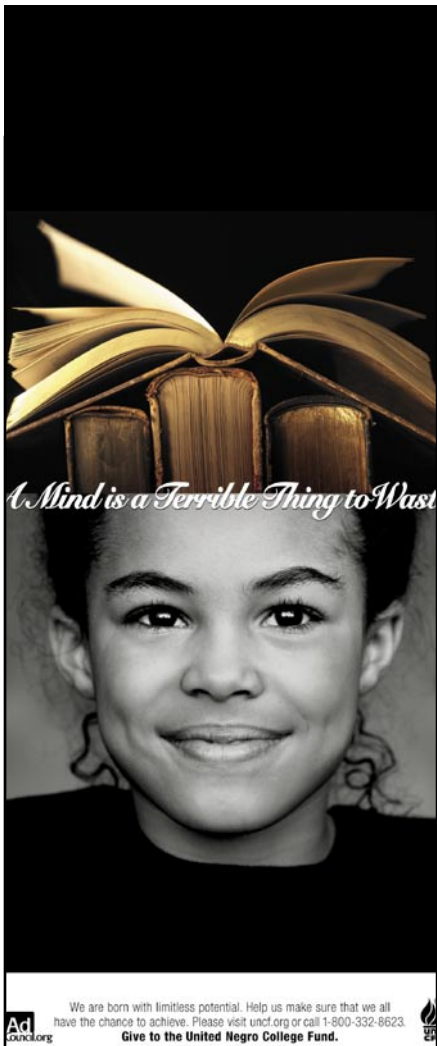


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