

Telephone directory for women provides interaction and support

By Michelle Haywood
Of the Emerald

The motto of a local telephone directory is "Let your fingers do the walking and a woman do the work." All the businesses listed in the Lane County Women's Yellow Pages are either partly or wholly owned by women.

The book provides women with resources and a support system, said Cindy Routtu, the publisher and editor. She said the directory developed out of a need for interaction and networking among women in the business community.

The book has been distributed in Lane County for three years. Pat McGaffey, the publisher for the first two years, began the project after seeing similar publications in other U.S. cities.

One of the most important aspects of the directory is the sharing of successes and failures among the advertisers, Routtu said. "They brainstorm and feel some kind of assurance in knowing other women have gone through similar hardships and experiences," she said.

Despite the obvious favoring of women, the project is not meant to be separatist, Routtu said. "We do business with both men and women." The special interest placed on women's businesses is done in an effort to eliminate "the terrible lack of income parity between men and women," she said.

The directory has been successful, Routtu said. Each year since its beginnings, there has been an increase in response and participation, she said.

People who use the directory have found it to be more detailed and more personalized than the regular yellow pages, she said. "They enjoy the

special headings that make it easier for some businesses to be located in the book," she said.

Kim Murphy, of the Fall Creek Bakery, says she advertises in the Women's Yellow Pages because she believes the directory is a good idea. However, "a lot of people don't know about it," she said, adding, "they should."

Ann Pacheco, an Allstate Insurance Co. agent, said the book is a good source of advertising. "As the years go by, the more referrals I will get," she said.

"Many women will not go to male doctors, male lawyers... they are tired of dealing with men," she added.

Although there are many similar publications throughout the country, Routtu is careful to explain that a franchise does not exist. The various directories are not connected except for an informal system of encouragement and exchange of ideas, she said.

Recently, however, a group of publishers, including Routtu, met at a conference to establish a national networking system that would expand on the already existing local levels. The national system would allow the individual publishers to share and exchange ideas with respect to their own directories on a regular basis.

Other projected additions to the networking program on a local level include a variety of meetings and, in the near future, a newsletter.

A minimum of 5,000 copies of the Lane County Women's Yellow Pages are distributed in the area every year. Copies of the directory may be found in selected bookstores and shops, women's organizations, and by mail order. For more information, contact Cindy Routtu, 484-5454.

Guitar workshop tonight

Jazz guitarist Dave Mitchell will give a workshop entitled "Improving Plectrum Technique" at the May meeting of the Eugene Guitar Association tonight at 7:30 p.m. in the North Crafts Room of the Amazon Community Center.

The workshop, the last in the Eugene Guitar Association's "Symposium Series," is free and open to the public. Mitchell will give tips on improving picking technique for guitarists of all styles.

Mitchell has performed extensively in the Seattle, Portland and Eugene areas. He currently lives in Eugene where he teaches jazz guitar.

For more information, contact David Case at 342-6826.

kinko's LaserDesign

*Resumes
*Flyers
*Invitations
*News Letters

*Rush Orders
*Package Discounts
*Document Storage
*Spell Checking

kinko's
860 E. 13th

OPEN 7 DAYS

344-3344

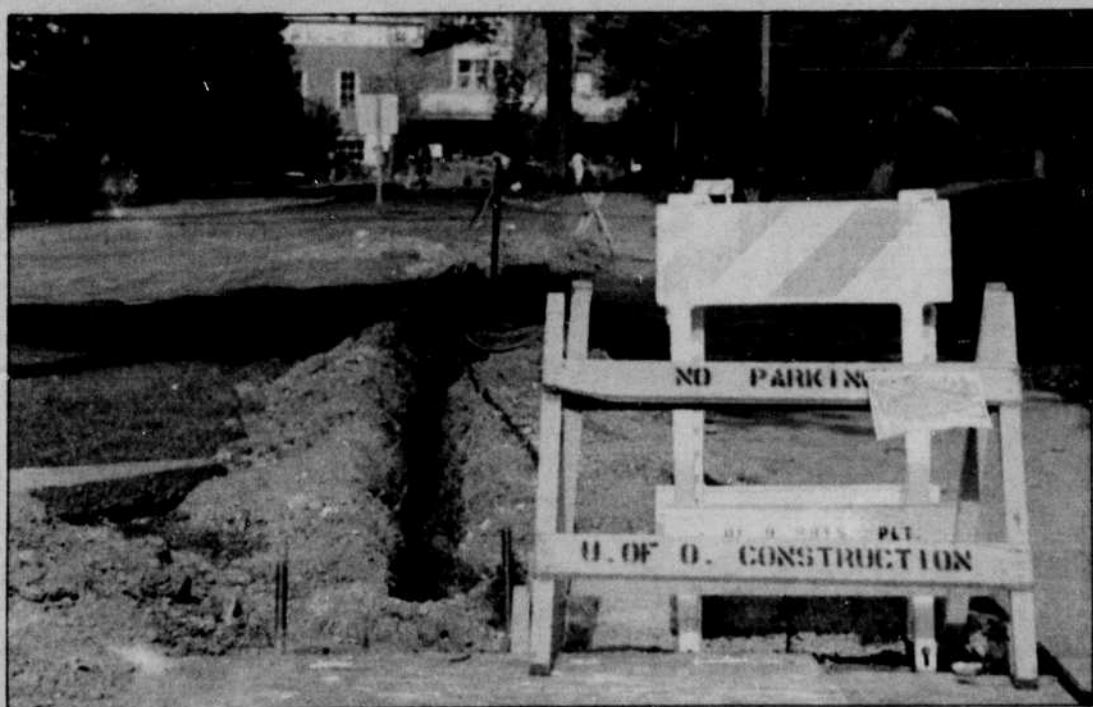
poppi's GREEK TAVERNA

Real Greek Food
Deliciously Prepared

Still eating
Still drinking
Still being merry
STILL HERE...
for another whole year!

675 East 13th Eugene

closed
Tuesdays



Giant moles on campus?

The trenches outside the library and Susan Campbell Hall are not part of a giant mole attack but rather a new system designed to control all campus lights.

The system is expected to be finished within the month, said Harold Babcock, Physical Plant director.

Last year, the street lights were converted, and now the inner campus lights are being changed, he said. When one light went out in the old system, many of the nearby lights also went out, Babcock said.

"We are revising the system to take the electricity from the closest buildings in certain areas," he said. "That way, problems only affect a small area."

"We've had problems with dark spots around campus because of the old wiring system," said Tom King, a member of the ground crew that cleans up the dirt after the pipes are installed.

Photo by James Marks

CHILD CARE



LIFE LUTHERAN SCHOOL K-8
GRACE LUTHERAN PRESCHOOL
3,4,5 YEAR OLDS

LOCATED AT 17th AND HILYARD
(1 BLOCK WEST OF U of O)

FULL CHILD CARE



7:30 A.M. - 5:30 P.M.

342-5433 689-7462

UO STUDENTS: 10% OFF!

(with current UO I.D.)

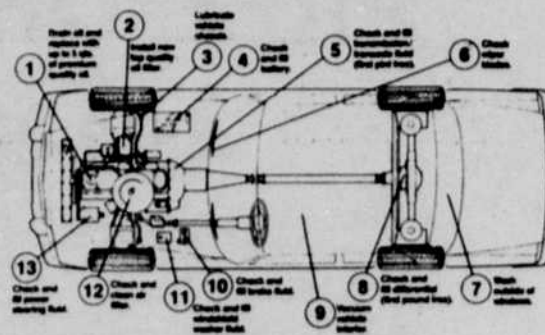
minit-lube

2300 W. 11th,
Eugene
687-8837

340 Coburg Rd.,
Eugene
683-4841
regularly \$19.95

2 GREAT LOCATIONS!
NO APPOINTMENT NECESSARY

We perform
these 13
vital services
in just minutes.
No appointment
necessary.



We feature
Quaker State
products

University Neighborhood Dentist

Gentle care for students for 14 years

Student Discount Available

J. Scott Baxter, D.M.D., P.C.

680 E. 18th Ave., Eugene
(corner of 18th & Hilyard)

344-6371

Small prices

Paul's Bicycle Shop