

ON THE SAME TEAM

WOMEN ENTREPRENEURS SAY W.E. CAN! TO THE FIRE BY SHANNA GERMAIN

Millynn James has been a big fan of the Portland Fire since it started playing. The first two seasons, she attended games and cheered with the best of them, but this year she gets to support the team from a different perspective—that of a woman entrepreneur.

James, an associate broker with Re/Max Equity Group, is a member of W.E. Can!, a program that invites women business owners to sponsor a Fire home game. In exchange, they receive tickets, advertising and the opportunity to support both the team and the business community.

"I've supported by attending games in the past," James says. "But now I get to show my support as a woman in business."

The idea behind W.E. Can! came from the Fire's corporate sales manager, Lara Miller. "I started it after reading somewhere that Portland was named the top city in the country for women-owned businesses," she says. "And

the Fire's fan base is full of professional women."

So Miller set out to create a unique way for these women to get involved and show their support. One of her goals was to keep the program affordable, because, she notes, "most women-owned businesses aren't the G.I. Joe's and the Fred Meyers."

Denise Harrington of Harrington & Associates, a communication training company, says the program works for her because "it gives a more affordable way for smaller-business people to be involved with a major league team. And it's a way for the Fire to profile local businesses, so it's mutually beneficial."

So far, five area companies have joined the W.E. Can! team. Next year, Miller hopes to have 16 members on board, enough to sponsor all of the Fire's home games.

"Sponsoring a game is a fantastic way


to get out and meet and greet and get our faces out in the community," says Kate Dyer-Seeley, co-owner of Urbana Box, a gift-box company that is scheduled to sponsor the June 6 home game.

Chiropractic physician Suzanne D. Lady is sponsoring the season opener May 29 against the Portland Liberty. "I wanted to be supportive of female-owned businesses," she says, "and I think this is a wonderful opportunity for women to support other women. I don't think that's done often enough."

She also comments that this is an opportunity to "show young girls that there are strong women leaders in the community, women who are being their own boss."

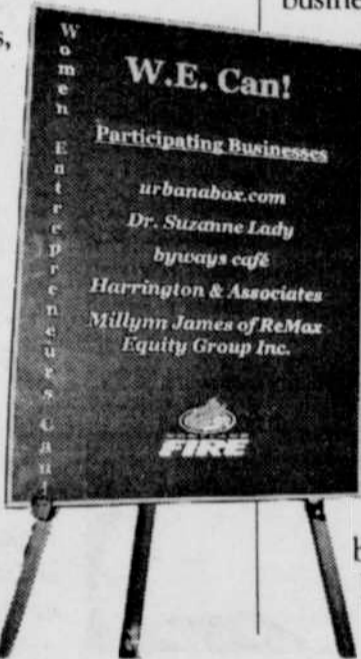
Collin McFadyen, co-owner of Byways Café, agrees. "Not all girls are going to be basketball players, so it's good for them to see that women can do other things."

McFadyen says she and her business partner signed on to the program because it provides an opportunity for them to create a community with other women entrepreneurs in the area.

"We try to support other women-owned businesses as much as we can," she states. "It may sound corny, but I feel like we are all on the same team." 



Millynn James is happy to sponsor the Portland Fire



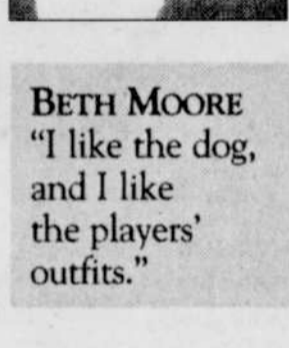
FANS ON FIRE

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KIM ANDERSON
"Seeing how Jackie Stiles has developed...she was so good her rookie year."



TAM MARTIN
"Uh-oh, cat fight in the paint."



BETH MOORE
"I like the dog, and I like the players' outfits."



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