

City exceeds minority purchase goals

Following a report that the City of Portland has exceeded its fiscal 1981-82 goal for purchases of supplies, services and construction work from minority and female-owned businesses, the Portland City Council this week set an official goal of making more than \$10 million in such purchases during fiscal 1982-83.

A report from the Bureau of Purchases and Stores, which is overseen by Commissioner Margaret Strachan, indicates that for the 1981-82 fiscal year completed June 30, the city made 10.9 per cent of all its construction, service and supply purchases from city-certified minority firms, while the goal was 7.3 per cent. In actual dollars, the purchases from minority firms totaled \$4,389,000 in fiscal 1981-82.

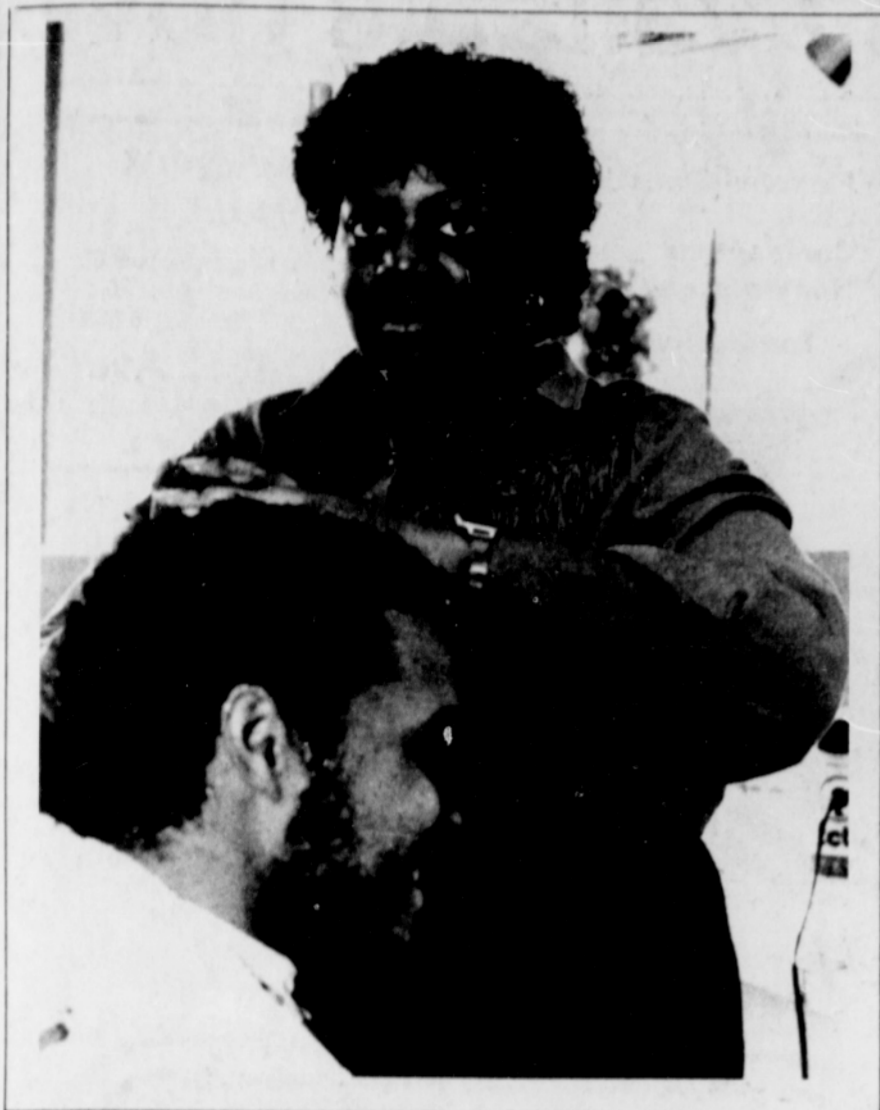
At the same time, the City had a 1981-82 goal of making .5 per cent of all its purchases from certified female-owned businesses. The total was far exceeded—reaching 10 per cent, for a total dollar amount of \$4 million.

"As of June, 1982, we had 258 minority firms and 150 female-owned firms certified to do business with the city. Our minority and female Business Enterprise Program appears to be making steady strides,

particularly in the female area, where we have significantly raised our goals for the current fiscal year. While the City certainly must strive in many other areas to ensure affirmative action, this area—one in which our City dollars are put directly into the hands of minority and female entrepreneurs—is making a significant contribution," Commissioner Strachan said.

Under the City's minority Business Enterprise Program, contractors receiving awards on any City construction contracts of more than \$100,000 are required to spend at least 10 per cent of the contract amount on minority subcontractors. In other areas of city purchasing, such as supplies and services, purchases by city bureaus are not required to be from minority and female firms, but goals are set and actively pursued. To become certified with the City purchase program, a firm must be at least 51 per cent owned by minorities or females.

The fiscal 1982-83 goal set this week by the City Council for minority and female purchases was 9.39 per cent of all purchases from certified minority firms and 2 per cent from female firms. Dollarwise, these percentages represent about \$10.2 million.



Barbara, of Friday's Beauty Salon (N.E. 15th and Fremont).

Has many roles

Cosmetologist

A hairdresser job is not just simply dressing hair. The cosmetologist has many roles. They are part of a multi-billion dollar industry.

Besides being highly trained in a variety of beauty services, these would include hair coloring, hair conditioning, permanent waving, haircutting, hair styling, manicuring, facial massage, and make-up; you also know how to deal effectively with the public. Since you are a beauty professional, you are not so much selling services as you are advising your clients on what is best for them to improve their appearance. You are, so to speak a "beauty doctor."

If you become a salon owner or manager, you must also become well versed in business practices. How to buy most economically, how to maintain accurate records and how to get and keep loyal employees—these will be part of your required abilities. Hairdressers with outstanding talent are often asked to become platform artists. Here again, you must widen your skills and take the necessary training to become a public speaker or at least a very good demonstrator. Talented persons are also called upon by magazines to do hair style and what are known as technicals, detailed procedures or professional techniques such as cutting, coloring, conditioning, and permanent waving. This means you must know how to work in front of a camera or for a camera. You should also be able to articulate the hows and whys of what you are doing. The entertainment industry, theatre, films, and television, the world of couturiers and fashion, the big hair color and cosmetics manufacturers, the beauty publications for the profession and for the public—all these huge commercial activities require the artistry of the professional hairdresser and cosmetologist. It is obvious that the opportunities are highly rewarding. But how far you go and how much money you make depends on you. Some hairdressers never make more than a modest income, and not infrequently they prefer it that way. Some attitudes might be: "I don't want the responsibility of running a salon." "I like living in a small community and serving the women I know." "I enjoy my work but I like a comfortable, easygoing schedule." Or another hairdresser might say: "I have a small salon—just two other operators and myself. It's big enough: I make an attractive income, there's no strain, no pressure. I'm happy just as I am."

These are some of the viewpoints and certainly they are valid ones—that usually militate against one's ever attaining a large salary or high profits.

One of the attractions of a hair dressing career—and this is important—is that you can be as small as you like or as big as your talent and imagination will allow. Another plus for beauty culture as a career is age, sex, color, or creed. Any man or woman, regardless of age, can go

that no discrimination exists as to a beauty school, put in the required number of hours and eventually after passing the State Board Examination, get a license to practice. This presupposes of course that the person has the academic background required by the state; in most states it is quite modest. Men and women are equally welcome in this field. Statistics no doubt will show that many more women are practicing hairdressers; at the same time another set of statistics will indicate that of the world's most outstanding stylists, the majority are men. The color of the skin is of minute significance in the world of hairdressing. Many black hairdressers, of course, open salons in predominantly black communities. Many beauty shops, however, are completely integrated, both as to personnel and the clients they serve.

Taste, talent and personality—perhaps more than in most vocations—are the determining factors in a hairdresser cosmetologist's desirability to employers and clients. Of course, not everyone is temperamentally suited to becoming a hairdresser.



Marine Air Reserve Corporal Gregory Soles, of 5247 N.E. Killingsworth, Portland, Ore., receives diploma upon graduation from a two-week military police course given at Saddleback Community College, Mission Viejo, Ca. Soles is attached to Marine Air Base Squadron-46, Detachment A, Whidbey Island, Wa., as a military policeman. In civilian life he works for Columbia-Edgewater Golf and Country Club.



KAREN G. SLOAN

Sears names new manager

Karen G. Sloan, formerly manager of Sears, Roebuck and Co.'s retail store in Longview, Washington, has been named manager of the company's Vancouver store, announced Robert S. Foster, general manager of the company's Pacific Northwest retail district.

Sloan replaces Rudy H. Steiger, who left the company.

Sloan joined the company as a salesperson in the Salt Lake City, Utah, store in 1972. After a brief assignment in personnel, Sloan became a management trainee in Boise, Idaho.

She managed a number of merchandise departments in Boise and Murray, Utah, before being named

as personnel manager in Ogden, Utah in 1977.

The following year, Sloan was promoted to assistant manager in Moscow, Idaho. She was appointed manager in Moscow in 1980.

In 1981 she advanced to Longview as manager, the assignment she held prior to being named as manager of Vancouver.

Active in the community in Longview, Sloan was on the Board of Trustees of United Way and a member of Altrusa and the Chamber of Commerce.

A native of Minneapolis, Minnesota, she attended schools in Utah. She graduated from the University of Utah with a degree in Political Science.

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