

METROPOLITAN

Ja'Bell's celebrates first anniversary

by Lanita Duke

Grassroot News, N.W.—The joint merger of managerial skill and cosmetological excellence has created a year of success for Horace Johnson and Sandra Bell. They are Ja'Bell's Beauty and Barber Supplies.

Ja'Bell's recently celebrated their first year in business during the ice and cold weather of two weeks ago.

Bell said she does not measure her success in dollars. "Success means being able to manage and make all the bills while increasing our supplies to give greater service to our customers."

Ja'Bell's is a retail and wholesale outlet for beauty and hair supplies. "Our biggest selling points," Bell explains, "are the products we carry. We have a multi-family environment surrounded with good service."

Ja'Bell's first year has been one of overcoming barriers. In the beginning they had a problem securing a lease on their building located on N.E. Union and Simpson. Instead of altering their location they just bought the building right from under the owners.

"The owners' attorney did not show any interest in letting anybody

Black in the building. So, we just bought it. They would not recognize us as the owners or pay us our money on time. They ended up paying us for the four months the building sat here empty," Bell remembered.

One of the changes in hair trends Bell has noticed is the move out of curly into straight hair.

"When we first started the demand was for the products which kept the curl up. Now, it for the relaxed look. Women are turning to a softer style."

Bell and Johnson hope to have nine hundred and ninety-nine million more anniversaries. Her advice to potential business owners is to make and stick to goals.

"Make sure your goals are reasonable. And the moment you see yourself straying, then it's time to troubleshoot your way back. Young businesses have a tendency to overspend. If things do not work out be sure to have Plan B."

Bell said Portland cannot find a better team than her and Johnson. "I depend on him for management technique and he depends on me for product and service information."

With a start like that we can expect Ja'Bell's to have many more successful anniversaries.



Horace Johnson and Sandra Bell are surrounded by some of the quality products they offer their customers. (Photo: Richard J. Brown)

Economic symposium offered at PSU

by Nathaniel Scott

A symposium on Economic Development in Africa will be held Friday, January 27th, in PSU's Ballroom (Smith Center, 3rd floor), according to O.R. Owen, president of the Association of African Students at Portland State University. Free to the general public, the symposium will begin at 11 a.m. and last until 4 p.m.

Owen said dignitaries from 25 African countries have been invited and thus far, Ghana's, Zaire's and Zimbabwe's ambassadors have consented to participate in the symposium.

The focus of the symposium will be twofold: One, to enlighten people to the "many economic opportunities" available in Africa; and two, to educate African students to what he or she "will have to face" when they go home.

Owen, a Ph.D. student in Urban Affairs, contends that people in Portland are not aware of Africa's natural resources, attractions, and investment opportunities. Consequently, he said, "the thrust of the whole thing [the symposium] is to discuss the problems African nations have to deal with in the process of economic development." He added that the dignitaries should be able to answer questions related to business needs—e.g., resources, land mass, population density and investment procedures.

With regard to the African student, Owen said, "The curriculum here [at PSU] does not address the needs of what African students will have to face when they go back home. A symposium like this gives us an opportunity to address some of these problems." He illustrated his point by stressing the length of time an African student may be away from home. In some cases, like his, a Ph.D. student, it can be eight years or more.

Moreover, he said, "There is a problem of limitation in the Black Studies Department. They do not

offer a Bachelor-level degree—Black Studies at PSU is a certificate program."

In addition to that quagmire, Owen said, there is an identification problem: the Department's name, "Black Studies."

"Most African governments classify African Studies (not Black Studies) as a special area," he said. Consequently, the African student doesn't realize the full implication of the Black Studies Department.

Approximately two years ago, the Department sought permission to change the name to "African/Afro-American Studies." As of this writing, the request is still limbo.

Owen said the Association of African Students "needs all the support we can get from the Black community." He added, "We wish the community will respond to our request when we make it."

On that cheerful note, let's turn to one who has already responded a request.

Professor Candice Goucher, the newest addition to the Black Studies Department, recently accepted the position of advisor to the Association of African Students. In addition, Goucher's recent endeavors include the presentation of a paper on "The History of Iron Technology in W. Africa" at the annual meeting of the African Studies Association. Goucher's paper dealt with the "myth" surrounding the backwardness of Africa's iron technology. The annual meeting was held in Boston, Mass., December 7-10 of last year.

Goucher said the symposium will be really valuable. "The speakers will have specifics on their countries and the opportunities that exist there." She added, "We are only beginning to realize that there is an African system that's different from the Western system."

The symposium's format will be speakers, panel, and audience participation in a question and answer period.

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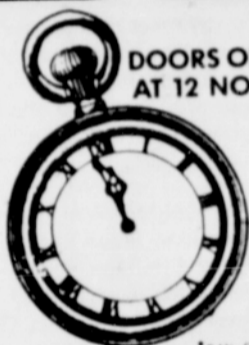
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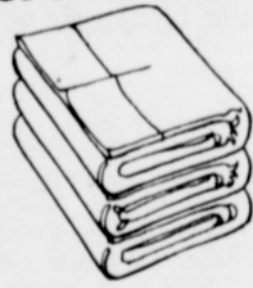
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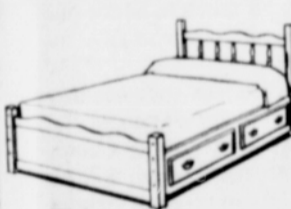
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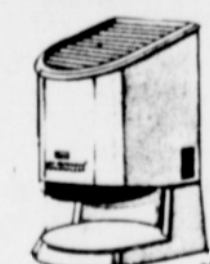
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