

METROPOLITAN

Small business manager solves problems

A Small Business Management Program designed to help the owners of local small businesses improve their management skills is now accepting applications through Portland Community College's Southeast Center, 2850 SE 82nd Avenue.

Small business people located within the Portland city limits including downtown Portland, southeast, north and northeast Portland are invited to participate in the program, according to Jean Drew, outreach representative for the portion of the program housed at PCC's Southeast Center.

Approximately 30 small businesses will be admitted to the two-year program which involves monthly on-site visits to the businesses enrolled plus monthly, three-hour instructional seminars at the Southeast Center. Drew says the program is based on the nationally recognized Minnesota Plan which was developed through University of Minnesota for farm families wishing to improve their business skills and naturally evolved over to other types of small business.

"Classes begin in November and involve a two-year commitment on the part of enrolling businesses," says Drew. "The ideal enrollee will have been in business from one to two years and employ 20 people or less."

Drew says the biggest problems facing new small businesses are lack of management skills on the part of the owners and undercapitalization. "Lots of businesses don't factor

in the things needed to cover expenses and make a profit," she says. "A third major problem is overexpansion. New business people often misread the market."

For a minimal annual fee, businesses enrolled in the new PCC program will attend seminars in such topics as the business plan, payroll records and government reports, profit and loss statements, credit and collections, how to obtain financing, cash management, year end closings and employee-employer relations. During monthly visitations, students and instructor will apply material covered in the seminars directly to the individual businesses.

Drew says small businesses entering the program must be committed to staying with it for the two year period. The annual fee covers all instruction, materials, and a year-end analysis during both years of the program. Major sources of funding include the Oregon Small Business Assistance Program, the U.S. Small Business Administration and PCC.

Drew is a native of Tennessee and earned her bachelor's degree in political science with a minor in sociology from Memphis State University. She worked for the National Association of Real Estate Brokers in Chicago, was a social worker for three years and became interested in banking while attending business courses at University of the Americas, Cholula, Mexico.



JEAN DREW

In 1977 she went to work for First Interstate Bank as a consumer loan officer. She has worked in commercial loans, receivables and other areas of banking and has a strong background in cash flow analysis, analyzing financial statements, and

credit-collection procedures.

The Southeast Center Small Business Management Program is part of a college-wide small business assistance program, which in turn is part of a statewide network. Other outreach representatives are housed at PCC's Cascade and Rock Creek campuses to provide identical services to small businesses in their respective areas.

In addition, the Cascade Campus houses the Small Business Development Center headed by Andrew Delaney. It will provide a resource and information center to coordinate small business programs already available through other agencies in the metropolitan area.

Drew is prepared to do individual consultations with small business owners and with people considering starting a small business in addition to those enrolled in the two-year program.

Editor's note: Jean Drew is a Northeast Portland resident. For more information contact her at the PCC Southeast Center, 777-8020, or the PCC Cascade Small Business Development Center, 283-2541.

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Incubator expands

by Lanita Duke

GRASSROOT NEWS, N.W. — With the background sounds of a hammer banging and a saw buzzing, Mayor Frank Ivancie, along with Portland Community College's President John Anthony and Steve Peterson, Director of Economic Development for the Portland Development Commission, announced the expansion of a Northeast business "incubator" program.

The incubator program ties together educational and practical business resources to promote and develop business expansion in N.E. Portland.

During its first four months, the Cascade Business Development Corporation, which operates the program, leased out all available space in the Cascade Business Development Center.

Nestled within the boundaries of PCC Cascade campus, the Center houses four businesses that are owned by a Hispanic, a female and two N.E. residents. Tenants locating in the Center receive below-market rent rates and access to support services such as secretarial, accounting and computer assistances. PCC provides the facility and the educational component through its business management courses.

The expansion involves rehabilitating the second floor of the center to accommodate new businesses. This growth is being financed through a \$100,000 loan from PDC, a grant of \$150,000 and \$300,000 from the Murdoch Foundation.

"From the very beginning, this project has been a cooperative effort involving a creative combination of community resources," said Ray Agostino, president of the non-profit Cascade Business Development Corporation. The corporation's membership consists of representatives of PDC, PCC, the Private Industry Council and the Northeast Coalition of Neighborhoods and the N.E. Business Boosters.

Ivancie said the program had "moved faster than we figured," and referred to the program as, "A marriage between the City, PDC, PCC and neighborhood groups to make something happen."

Peterson said the program would enrich business opportunity in N.E. Portland. "The labor force will come from here and businesses will stay in N.E. after they leave the program."

Currently, there are no Black-owned businesses in the program, but Project Director Andy Delaney said, "Give us a little time."

Boosters sponsor candidates

Sam Brooks, president of the North/Northeast Business Boosters, announced that the Boosters are sponsoring a Public Forum for candidates for City Council and House District No. 18. The Forum will be held on Tuesday, Oct. 9, 1984, from 12 noon to 1:45 p.m., at the Holiday Inn at the Coliseum. Candidates will be given five minutes to state their views as they relate to small business operations.

Lunch will be available for \$6.50. All businesses in North/Northeast Portland are invited to attend and become better informed on the issues that pertain to small business operation.

President Brooks urges a large turnout of business people to show concern and interest in turning around the economic conditions in the area. The general public is invited to attend.

Asian artists share viewpoint

"Asian Point of View," an exhibition by Asian Artists of Oregon, will be held at the Chinese Consolidated Benevolent Association Hall, 315 N.W. Davis Street, in Portland's Chinatown, October 9-27, 1984, Monday - Saturday 12-6 p.m. The public is also invited to the opening on Monday, October 8th from 4-8 p.m. This exhibition of 31 Oregon artists is a collective of mediums, talents and perspectives, converging from a multi-ethnic base within the Asian community.

Others take on the tangents of modern exploration in art.

It is the intention of this exhibition to explore and expose the Asian point of view by profiling Asian artists; to make visible, through the diversity and individuality of these artists, the continuity that may be found not only in our ethnicity, or race, but in our humanity.

Sponsored by the Japanese American Citizens League and the Chinese Consolidated Benevolent Association, this exhibition was made possible by a Multiarts grant from the Metropolitan Arts Commission and the National Endowment for the Arts.

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