

Modernization key to business survival

Black businesses will not survive unless they take advantage of modern technology. That warning comes from Edward Diez, president of Business Information & Resources Services (BIRS).

Diez is concerned that Blacks aren't taking advantage of the computer revolution, and that this is detrimental to Black business owners and professionals. A recent survey showed that Blacks and other minorities are far behind when it comes to com-

puter ownership. "The percentage of minorities owning computers is incredibly low," said Diez, and he's alarmed at the figures. "This nation is being transformed into an information society and we can't afford to be left out."

Diez believes that many people have been falsely led to believe that the use of personal computers is highly complex, takes a great deal of technical training to master, and is ex-

tremely expensive to own and operate. Diez wants to change that perception, which he says is hindering Black progress.

"It is true that until recently, the idea of computers being used by small businesses bordered on the ludicrous. After all, those early models were electronic monstrosities that occupied vast amounts of space, required years of professional training to program and operate, and cost millions of dollars each. (The ENIAC, the first electronic automatic computer, occupied a room 30 by 50 ft., weighed 60,000 lbs., and contained more than 18,000 vacuum tubes.)

"Dramatic technological advances however, have resulted in spectacular changes in the computer world. It is now possible for you to own a computer small enough to place on your lap; it is now possible to own a computer that weighs less than 20 pounds; it is now possible to purchase computers for under \$1000; and it is now possible for elementary school children to become computer literate.

"Black business owners can now obtain information that, at one time, was available only to those with huge sums of money and other resources at their disposal. This is possible for a modest investment in the form of a personal computer.

Merely owning a computer is of no

benefit, cautions Diez. "A computer not used to its full potential as it applies to your operation becomes nothing more than an expensive toy. Also, you shouldn't expect a computer to perform magic. It cannot replace good business sense, nor will it improve poor performance by an incompetent. To put it more bluntly, if you have a misfit working for you, purchasing a computer for that person's use won't improve his or her productivity. All you'll have is a misfit with a computer — which could wreck your business!

"On the other hand, if you're serious about your business or profession, and serious about being prosperous, then you owe it to yourself to incorporate today's technology into your operation."

The computer revolution has brought us to a fork in the road which we can no longer ignore, according to Diez. He feels the next five years will be crucial to Black business in this country. There will be a major decline in viable businesses to the point of extinction; or a dramatic change will take place where Black businesses will prosper to a point never before imagined, predicts Diez.

"Modern technology will play an important part in either case, therefore we can't allow ourselves to be left out in the cold."



Avel Gordly (2nd from left) of Portlanders Organized for Southern Africa Freedom was on hand at the Anti-Inaugural Ball Monday night to thank the National Lawyers Guild for their support during the demonstrations that led to Calvin VanPelt resigning from his position as the honorary South African consul. Also shown with Gordly are (l-r) Attorneys Jeremy Sarant, Lee Ann Ward, Beverly Stein and Doug Swanson. (Photo: Richard J. Brown)

Calvin VanPelt resigns

(Continued from Page 1, Column 6)

Tutu cannot vote and the South African government has instituted more repression," she added.

It was the overt revival of repression — the arrest of Black labor leaders — that provided anti-apartheid foes with additional momentum in battling South Africa's legalized slavery. In Washington, D.C., on Thanksgiving Eve, '84, three national civil rights and political leaders held a sit-in at South Africa's embassy to demand the release of those labor leaders. The consul panicked and called the police. Thus, new meaning was given to civil disobedience as 14 cities across the United States erupted in picketing and arrests at South African consulates.

Bobbi Gary, president of the Oregon Gray panthers and one of the 26 who were arrested, said VanPelt's resignation was the fruits of their labor. "I hope across the country other consuls will follow VanPelt's example. Every bit of business that flows to South Africa tightens the

hold of apartheid. VanPelt's resignation is one nail in the coffin of apartheid."

Organizations who fused this anti-apartheid action were the Black United Front, American Friend Service Committee, Oregon's rainbow Organization Committee and Portlanders Organized for Southern Africa Freedom.

Ben Priestly, a member of the BUF, said, "Our work is not over. Until the majority rules and apartheid disappears we will continue to press for freedom for the Black majority."

Both Gordly and Priestly said the success of the demonstrations belonged to those who were arrested and the 50-150 citizens whose bi-weekly presence on the picket line contributed to VanPelt's resignation. Also, Gordly commended the legal support they received from the National Lawyer's Guild.

Priestly said the success of the demonstration is proof positive that citizens can make a change when they desire to do so.

Abortion anniversary marked

January 22nd marked the 12th anniversary of two historic U.S. Supreme Court decisions which legalize abortions nationwide. *Roe vs Wade* guaranteed a woman's access to a medically safe abortion, and *Doe vs Bolton*, struck down a state's rights to place certain restrictions on abortions. Over a decade of attempts to reverse the high courts rulings have failed, and frustrated individuals are resorting to increasingly violent measures.

"Planned Parenthood in Oregon does not perform abortions," said Carrie Clark, Public Affairs Coordinator for Planned Parenthood of Portland. "We do, however, believe that it is a fundamental right of each individual to manage his or her fertility, regardless of the individual's income, marital status, age, national origin or residence."

"Such self-determination," Ms. Clark continued, "contributes to an

enhanced quality of life, strong family relationships, and population stability." Planned Parenthood provides comprehensive reproductive health care services and educational programs, and promotes research in reproductive health care.

Planned Parenthood has expressed its pleasure that President Reagan has recently taken note of the violence against abortion and family planning clinics over the past year. Ms. Clark said the organization applauds his charge to the Attorney General to bring the perpetrators to justice.

"Planned Parenthood urges the Administration to take additional steps to protect these clinics against further violence, to insure that the constitutionally protected right to a medically safe abortion is not abridged," said Ms. Clark.

Brown addresses Demos

California Assemblyman, Willie Brown (D-SF), will give Oregon Democrats his assessment of the future of the Democratic Party on Saturday, January 26, 1985, at the Wayne Morse Banquet which is held annually to honor the late Senator known as the "Tiger of the Senate."

Brown, who is currently Speaker of the California State Assembly, will speak at the dinner being held at the downtown Portland Hilton hotel, 7:00 p.m. Saturday. About 400 Democrats from all over Oregon are expected to attend. Many of them will also be attending a Democratic State Central Committee meeting held earlier in the day.

The focus of the Democratic State Central Committee meeting will be the election of a state Chair and Vice

Chair which are expected to be hotly contested races. Candidate for reelection as State Party Chair, is Dick Celsi, Portland. His challenger is Judy Carnahan, former State Senator from Klamath Falls. Vice Chair candidates are Leslie Moore, LaGrande, who currently serves in that position and Wayne Anderson, Albany, chair of the Fifth Congressional District Democratic Committee. Oregon Democratic Party By-Laws require that the two top positions be filled by members of the opposite sex.

Approximately 120 members of the State Democratic Central Committee will be balloting. The State Central Committee meeting will start at 10:00 a.m. Polish Hall, 3832 N. Interstate.

Salvador witness to speak

Ana Carrigan, author of the highly acclaimed book, *Salvador Witness: The Life and Calling of Jean Donovan*, recently published by Simon and Schuster, will speak on Tuesday, January 29, at 7:30 p.m. in the All Saints Catholic Church Parish Hall at N.E. 39th and Glisan Streets. Her presentation will explore the human rights crisis in El Salvador.

The talk is co-sponsored by the Standing Committee for Women of the Ecumenical Ministries of Oregon and the Council for Human Rights in Latin America. Also endorsing the talk is the Catholic Peace Ministry.

Salvador Witness is the inspiring story of Jean Donovan, the young American woman who at the age of 25 abandoned her life as a successful businesswoman to work with the poor in El Salvador and was tragically murdered with American missionary sisters Dorothy Kazel, Ita Ford and Maura Clark in an military ambush in December 1980.

Ana Carrigan is the co-producer of two films about Jean Donovan, the documentary "Roses in December" and the television movie, "Choices of the Heart."

Cawthorne campaign

(Continued from Page 1, Column 6)

long range movement building and community building. At the end, it was a much bigger rainbow."

"And even though we didn't win, there was a good feeling that you were on the right side," added Smith.

"We'd like to somehow move the energy into new arenas," said Stein.

"It was all there, and so when we need to bring it back together for another campaign (and we want Herb to run again), a lot of people will be ready."

"It was a vision in a way," said Stein. "It prefigured what we'd like to see. We had a glimpse of it, which I think really inspired people, that you really could have all these different kinds of people working together and get something done. And I think it's something that people will hold in their heads somehow, such that next time they are appealed to on the basis of 'Let's come together on the basis of a multi-racial, multi-age, multi-whatever campaign,' we'll be able to trigger something because they have that experience."

Announcing wide area paging coverage without the wide area price.

The paging people who have always brought you selection and service now bring you one of the widest coverage areas in Portland.

Plus one big advantage: Our competitors charge you for "extended coverage." RAM includes it as standard bill of fare.

Premium coverage without a premium price. Because at RAM, we believe your pager is only as good as the area it reaches.

226-1507 **RAM**
The Beeper People!

RAM Broadcasting of Oregon, Inc., 713 S.W. 12th Avenue

Are You Tired of the Scary Curl, the Four Day Curl

or the Now You See It, Now You Don't Curl?

TRY US

WHIPS AND WAVES

4843 N.E. Union

Ph. 249-3900

AND GET YOUR HAIR TOGETHER

- Curl 35.00
- Cuts 10.00
- Press & Curls 15.00
- Facial 15.00
- ACR Nail 30.00
- Makeup 15.00
- Colors 25.00
- Tints 17.00



LAWANDA BJ

Results can be easy when you advertise in JOBS Magazine

CLASSIFIED DEPT.
283-0090



New. The Quick Start Weight Loss Program, the most successful program in the history of Weight Watchers, has now been made even easier. Improved. with more of the easiest menu plans we've ever offered. So join the millions of people who lost millions of pounds on the Quick Start Program because this year we've made it easier—just for you. Just easier. for your lifestyle. Don't wait—join Weight Watchers today.

THE NEW, IMPROVED QUICK START PROGRAM FROM WEIGHT WATCHERS

(All new and rejoicing members please come 20 minutes early)

Join Any Class Anytime

NORTH PORTLAND

Fellowship Baptist Church
4737 N. Lombard Street
Tues. 7:00 p.m.
Thurs. 9:30 a.m.

Northeast

Portland Center
5049 N.E. Sandy Blvd.
Mon. 7:00 p.m.
Tues. 7:00 p.m.
Wed. 9:30 a.m. & 5:00 p.m.
Thurs. 7:00 p.m.
Fri. 9:30 a.m.

NORTHEAST PORTLAND

Maranatha Church
1222 N.E. Skidmore
Sat. 9:30 a.m.

For information call collect (503) 297-1021
Weekdays 8:30 - 5:00 p.m.

©Weight Watchers International, Inc. 1985 owner of the Weight Watchers and Quick Start trademarks.



BACON

OREGON CHIEF
THICK SLICED

SAVE
60¢

POUND
PKG

\$1.59



WIENERS

OREGON CHIEF

SAVE
30¢

12 OZ.
PKG.

99¢



MONTEREY JACK CHEESE

KIENOW'S
CHEESE OF THE
MONTH
IN RANDOM CUTS

SAVE
60¢

POUND

\$2.29

K SHOP

KIENOW'S

FOR
BRANDS you know
VARIETIES you like
SIZES you want!

The Friendliest
Stores in Town
Since 1908

• 6411 E. Millwauke
• 3314 & East Burnside
• 3324 & N.E. Division
• 10 Lombard on Broadway
• Clatsop Hills Plaza
• 12344 on S.E. Division
• Oak Grove

• 1416 & S.E. Morrison
• 3314 & N.E. Hawthick
• 3014 & S.E. Division
• 2314 & West Burnside
• Lake Oswego RD & A
• King City