



Woodrow Wilson, Wilson Financial Service.

Photo by Richard J. Brown

Woodrow Wilson

W. Wilson Financial Service

W. Wilson Financial Service has been in operation for almost seven years and specializes in low-risk government securities or investments that are backed by the U.S. Government.

"I counsel individuals on investments such as Treasury Bills and Notes, Jennie Mae Certificates, IRA's, and Treasury Bonds," said Wilson. Wilson is registered with the Security Exchange Commission (SEC) in Washington, D.C. Prior to starting his own financial service, he worked 16 years as a financial analyst and loan examiner with the Department of Urban Development.

A unique feature of W. Wilson Financial Service is that it does not set a minimum amount of money for investment. "This is why I say anyone with an income, who is serious about managing their money, can get a financial plan started," Wilson said. W. Wilson Financial Service is located at 421 S.W. 5th in downtown Portland.

Black Business Needs Boost

Historically, Blacks were active in numerous businesses until the massive wave of Jim Crow practices drove them out. More recently, a new breed of Black entrepreneurs has emerged, making itself felt in industries as varied as personal care and communications.

But this new surge of black business activity has been overstated. Anyone who just scans headlines could be seriously misled into thinking the Black business community is booming. In fact, one headline said just that: "Black Biz Boom."

The story reported on a Census Bureau report showing a 47 percent jump in Black-owned businesses between 1977 and 1982. The Bureau found the numbers of Black-owned businesses increased to about 340,000, and gross receipts to over \$12 billion.

But if we look behind the surface of that apparent "boom," the picture is one of slow growth or absolute erosion of gains made in the recent past.

For one thing, only about one in ten Black-owned business had any paid employees. More are mom-and-pop stores, one-man cab operations, and the like. Black-owned businesses provide jobs for only about 165,000 in a Black work force of 11 million.

Further, despite the growth in the numbers of Black-owned business their average annual receipts fell. According to a study by the Joint Center for Political Studies, receipts declined by about a third after adjusting for inflation.

The Joint Center's analysis of the Census report also shows that while Black businesses with paid employees grew by over 60 percent in the mid-1970s, the number of such firms declined by more than three percent between 1977 and 1982.

Overall business employment grew by 15 percent, but for Black-owned firms, it was only one percent.

The growth in the absolute number of new firms hides their fragility. Two-thirds of the new Black-owned business, for example, had gross receipts of less than \$5,000.

The one sign of Black business health comes from larger companies, which did increase their receipts, grew in number, and hired more workers. Their accomplishments in a hostile economic environment demonstrate Black business savvy and should be applauded. Certainly, many of their peers running majority companies in that difficult period must envy the results they were able to achieve.

But the facts must be faced—such firms are a small percentage of total Black businesses, and logic suggests they can't carry the whole load of Black business progress. Their numbers have to increase by helping mid-sized firms grow larger and small ones expand faster.

The Black community and the nation have accepted the importance of a healthy Black business sector to our national economy, both as a source of economic advancement and jobs for Black citizens, and as another way to become part of the mainstream.

Unfortunately, that national goal is being sabotaged by the withdrawal of an active federal role in encouraging the growth of Black businesses. Federal minority business efforts have dried up.

Worse still is the Administration's opposition to the minority set aside programs that guarantee Black contractors a piece of the action, helping them gain a foothold in fields white firms had locked up when Blacks were excluded from competing for public contracts.

A healthy Black business environment is too important for Americans and their media to take much comfort from Census figures that a superficial health in what is actually a troubled business sector.

Speedier Small Business Loan Program Implemented Nationwide

Lenders in all regions of the country now are participating in a special U.S. Small Business Administration (SBA) loan program which trims paperwork and speeds loan decisions to small firms.

Under the Agency's Preferred Lenders Program (PLP), participating lenders handle all paperwork involved in SBA guaranteed loans and also service the loans.

Fifteen lenders in SBA's Denver and Seattle regions were approved to participate in the program this week by SBA Administrator James C. Sanders.

"By streamlining and simplifying financial assistance to the small business community through the PLP, borrowers are finding significant improvements in timely, effective and prudent services," said Sanders.

"With the addition of these lending institutions in the Western United States, small businesses throughout the country will now find improved service and reduced paperwork. At the same time, this will reduce the involvement of Agency personnel in the delivery of financial services," he added.

The PLP program was started on a pilot basis in 1983 in three regions of the country - the New York-New Jersey area, the Midwest, and the West Coast - with additional regions added over the past three years. To date, 98 participating lenders have approved 820 loans with a total value of \$228.6 million.

The newest participating lenders in Washington are the Washington Trust Bank, Spokane; the Rainier National Bank, Seattle; and the Seattle First National Bank.



Hampton University President Acquires Midwestern Pepsi-Cola Bottling Company

Pepsi-Cola USA today announced that Dr. William R. Harvey, president of the prestigious Hampton University of Hampton, Virginia, had acquired Pepsi's Houghton, Michigan bottling franchise. The purchase makes Dr. Harvey the first black individual to own 100% of any major franchise soft drink bottling operation. Terms of the deal were not disclosed.

In announcing the sale, Pepsi-Cola USA president and chief executive officer Roger Enrico said: "We are delighted to welcome Dr. Harvey to the Pepsi family. His acquisition of our Houghton franchise is a significant advancement for minority businessmen nationwide, and is a clear message that soft drink bottling industry is open to all Americans."

Enrico, who is a trustee of Hampton University, also said: "We know Dr. Harvey will bring to this business the same drive and managerial talents that have proven so successful for him at Hampton University."

"I am indeed honored to become an active member of 'the Pepsi Generation,'" said Harvey. "I look forward to working with the Pepsi-Cola USA parent company, and I intend to be a hands-on manager of my new enterprise."

Dr. Harvey's business experience ranges well beyond his capacity as president of a university of some 4,200 students in 26 fields of undergraduate study and 11 areas of graduate work. He is nationally known for his fund-raising abilities on behalf of the university, which was faced with massive deficit and only a \$29 million endowment in 1978. Dr. Harvey's first year as president. By 1985, he had shown operating surpluses every year, and had increased the school's endowment to more than \$65 million. And, according to many sources, that increase was matched by a similar rise in the school's academic standards.

Prior to becoming president of Hampton University, Dr. Harvey has held such posts as Administrative Vice President of Tuskegee University, Executive Assistant to the President of Fisk University, and Assistant for Governmental Affairs to the Dean at Harvard University. He is a graduate of Talladega College and received his doctorate in College Administration from Harvard University in 1972. He has received numerous academic awards and fellowships, and serves on a number of boards, including the University of Virginia, the National Merit Scholarship Corporation, the Pepsi-Cola President's Advisory Board, among many others.

Located in Michigan's Upper Peninsula, the Houghton bottling franchise was formerly a part of Pepsi's company-owned bottling system, the Pepsi-Cola Bottling Group. Pepsi acquired the operation in December 1984, and last year increased sales in the territory more than 20%. The Houghton operation holds the franchise rights for the following Pepsi-Cola products: Pepsi-Cola, Diet Pepsi, Pepsi Free, Mountain Dew, and Slice.

Congratulations to the Portland Observer on its Minority Business Week edition

We urge all minority businesses to contact Pacific Power to determine how you can best serve our contracting and purchasing needs.

THE PEOPLE AT PACIFIC POWER

GET MOVING WITH EASY RYDER RATES.

RENT A RYDER TRUCK TO SEATTLE FOR ONLY \$199.

Ryder trucks are easy to rent. With EASY RYDER rates to special destinations like the ones listed here.

They're also easy to drive. With options like automatic transmission, power steering, air conditioning and radios available on most Ryder trucks.

Ask your Ryder dealer just how easy it is to make your move with Ryder.

Offer good on local gas straight trucks. Truck sizes subject to availability. All options not available on all vehicles. Liability insurance included. Fuel, physical damage waiver and taxes extra. Offer expires November 15, 1986.

PORTLAND-OR TO:	RATE
SEATTLE	\$199
SAN FRANCISCO	\$499
LOS ANGELES	\$699
PHOENIX	\$999
SACRAMENTO	\$499

Portland
286-6462

Convenient locations in the following cities:

Aloha
Beaverton
Cornelius
Gladstone
Gresham
Hazeldele
Hillsboro
Lake Oswego

Milwaukee
Oak Grove
Oregon City
Parkrose
Tigard
Troutdale
Tualatin
Vancouver
Westslope
West Linn



RYDER.
THE RIGHT MOVE.

©1986 Ryder Truck Rental Inc. A Ryder System Company

