

THE ENTERTAINMENT SEEN

1 Plus 1 Equals Success

by Ken Covington

Amongst all the controversy and concern about the younger generation and our supposed lack of morals, responsibility and concern for our fellow man, there is always another side to the story; maybe two stories.

In N.E. Portland there has been a wealth of great minds, money and abilities to accomplish anything imaginable, but due to lack of cooperation, support and communication, almost nothing has been accomplished.

Since I have been at the Portland Observer, I've had the pleasure of meeting and watching a number of young business people and entrepreneurs dedicated to making this stigma a thing of the past.

This week I'd like to introduce to you Joe (Bean) Keller and Ronee Walker; two young people with their heads on straight and both feet planted firmly on the road to success.

Joe (who, by the way, used to have my job) is the owner/founder of B.E.A.N., Better Entertainment Attractions Network, and has been on the scene since 1979 producing shows such as "The End of The Summer Jam", "Martin Luther King Day", "The Black Women's Gathering", and most recently, "The Freddie Jackson Show".

Ronee Walker has been in entertainment since she can remember, and from singing to acting to modeling, she has covered it all and covered it well, attracting attention from nationally acclaimed photographers, producers and directors. Ronee is so well trained in her field that she is licensed by the state of Oregon to teach acting and modeling and does so at A.B.C. Kids, a training school for young actors and models.

Not too long ago, Ronee made her film debut in the video short, "Welcome To The Neighborhood". Shortly after that, career demands had her ready to relocate to Southern California, but after thinking long and hard about it, both she and Joe decided that there should be as much demand in Oregon for minority talent as there is anywhere else. Maybe even more.

Out of this realization, they formed M.A.R.I., Minority Artists Representation Incorporated, and have been making phenomenal progress ever since.

"As much money as Blacks spend in G.I. Joe's, Fred Meyers, Nordstroms, Meier & Franks and all businesses in general, we feel that we should be represented in their advertising. We have also heard through other agencies that some of their clients like Meier & Franks tell them to not even submit Black talent, because they 'have no use for it'."

The statement or statements must be true, because when is the last time you saw a Black in a Meier & Frank ad. "We are here not only to place talent, but to also address issues such as this. One thing that M.A.R.I. does that no other agency does is seek work for our talent. We don't just sit up and wait on the phone to ring. We are out there."

M.A.R.I., though Black owned, represents all minorities, including Hispanics, Asians, American Indians and other ethnic peoples.

M.A.R.I. talent can be seen in Peter Gabriel's still-to-be-released video ads "Golden Grahms Cereal", "Chevy Trucks", "GMAC Financing", "Nike", "U.S. Bank", "Footlocker", "Crown Zellerbach", "PCC Sylvania Public Service Announcement" and still even more to come.

Though M.A.R.I.'s recent emphasis has been on commercials, they also represent music, fashion, and acting talent.

"Most television commercials don't require trained acting and anyone can be involved, and we invite you, the community, to participate," says Joe. "We also represent professionals. We got a call today for Beau Bridges' latest film which further proves the demand for talent in the Northwest."


M.A.R.I. is alive through Better Entertainment Attractions Network and is a great example of what networking is all about, along with showing Joe's deep seeded commitment to the community as a whole.



Joe "Bean" Keller and Ronee Walker of M.A.R.I. Photo by Richard J. Brown

I applaud Joe and Ronee, and I hope you, too, will not only applaud but encourage them to go on and go further, to keep on making statistics and negative generalizations a lie. Rising above and beyond some of the most adverse circumstances I have ever witnessed, it seems that 1 plus 1 equals success. CONGRATULATIONS!

For more information, call 288-1662 or write M.A.R.I., P.O. Box 12471, Portland, OR 97212.



Coming to Portland

Plenty of good seating available.

SUNDAY MAY 31

TWO PERFORMANCES
4:00 P.M. & 8:00 P.M.

Sponsored by BURNS BROS. INC.

Special guest: **THE DAN REED NETWORK**

Reserved Seating	\$12.00 - \$10.00 - \$6.00	FREE PARKING
------------------	----------------------------	--------------

(All seats are limited now and only available at the CHILES CENTER)

at the
UNIVERSITY OF PORTLAND
EARLE A. CHILES CENTER


BOX OFFICE LOCATIONS: CHILES CENTER • ALL G.I. JOE'S
Phone Orders Welcome 283-7525

"Dieting is an activity which shows what bad losers we all are" Michael Cohen


PINE STREET THEATRE
S.E. 9th & AT SANDY BLVD.

WHERE THE MUSIC IS ALIVE

Matt Guitar Murphy *cookin' with the queen*



QUEEN IDA!
bon temps zydeco
friday 9:00



MAY 29
\$8 adv
door
cajun food
cote !!!

Monday, June 1st
at
Pine Street Theatre
S.E. 9th & Sandy
8:00 p.m. \$6.00 at the door

PINE St. theatre 235-0627
S.E. 9th & Sandy

Portland's Largest Dance Floor Phone: 235-0027
Advance Tickets on Sale Now! Usual Outlets

FLIRT BAND LIVE

at THE ROYAL ESQUIRE
This Fri. & Sat.,
w/ D.J. Dr. Rock
10-2

continuing the tradition
of the good groove

Weekends Are Fun At The



ROYAL ESQUIRE
1708 N.E. ALBERTA
287-5145

Photo by Aris Custom Photography
MEMBERS & GUESTS

ANNOUNCING

NOW OPEN

P & J's

Beauty & Barber Supplies

231 N. LOMBARD

SUITE 200
We Carry:

World of Curl • Kera-Soft
Soft Sheen • Gentile

★ Designer Touch available soon ★

Stop by P&J's for
friendly and courteous service
at affordable prices
Tues. - Sat. 10:00 a.m. - 6 p.m.

289-0205

**PCC Cascade Musicians Plan
Free Concert June 4**

The Vocational Music Program housed at the Portland Community College Cascade Campus will host a June 4 free concert featuring three student rock bands and surprise special guests.

The groups, under the direction of Instructor Allen Jones, will provide a variety of styles... from "historical" early rock to the latest in contemporary sounds.

The audience should expect wild costumes, light shows and even a little stage smoke, said Clifford W. Waits, program lead instructor, who would not divulge names of the special guests.

Billed as the Term Final Rock Concert, the program will be from 6:30 to 9 p.m., Thursday, June 4, in the Cascade Hall auditorium. Cascade Campus is located at 705 N. Killingsworth St.

Further information is available from Waits at 283-2541, Ext. 5276.



TOP \$\$ PAID

AT TOM'S SHOP
FOR STEREOs, TVs, VCRs,
CAMERAS & ANYTHING
OF VALUE

510 SE 82nd
PORTLAND
TRY ME FIRST! 253-1771

**This Coupon
Good For**

**\$ 1.00
off**

ANY REGULAR PRICED
ALBUM, CASSETTE OR
COMPACT DISC IN STOCK
*Excludes Red Tag Merchandise



**MUSIC
MILLENNIUM**

EAST PORTLAND 32nd & E Burnside 231-8943
NW PORTLAND 21st & NW Johnson 248-0163

EXPIRES 6-15-87

DOUBLE TEE & db ENTERTAINMENT PRESENT

RUN DMC

AND THE

BEASTIE BOYS

WITH SPECIAL APPEARANCE BY **DAVY D.**

**COLD GETTING BUSY AT:
MEMORIAL COLISEUM JUNE 15**

TICKETS ON SALE NOW!

G.I. JOE'S, GALLERIA JEAN MACHINE, EVERYBODY'S, HOUSE OF SOUND, COLISEUM BOX OFFICE

2100-

TICKETS SUBJECT TO SERVICE CHARGE AND/OR USER FEE

Weekends Are Fun At The



ROYAL ESQUIRE
1708 N.E. ALBERTA

Announces the Return of Ladies' Night
with
Michael Holiday

Fri. - The Flirt Band w/ Dr. Rock
Sat. - Bubbling Brown Sugar,
40's 50's and 60's Dance
D.J. Lady Blue • EVERY SAT. 5-9
and
Sundays Jazzy Jam
featuring
Mel Brown and Benny Wilson

287-5145

MEMBERS & GUESTS