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 "As much money as Blacks spend in G.I. Joe's, Fred Meyers, Nord-

stroms, 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 sumit 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.

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"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 futher 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

Lapplaud 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.

PCC Cascade Musicians Plan Free Concert June 4

The Vocational Music Program housed at the Portland Community Coldent 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 instruction, 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.

Futher information is available from Waits at 283-2541, Ext. 5226

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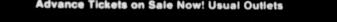
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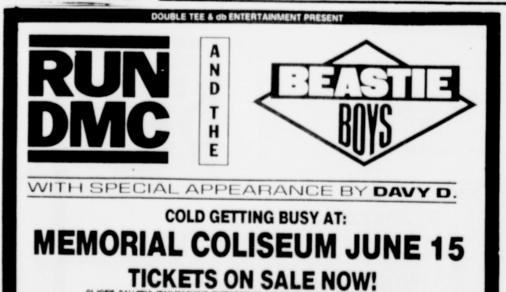




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