

## BACKGROUND ON BUSINESS

Inevitable forces for change abound in our society today. The future of any organization will be brightened by an understanding of these currents of change.

The Foundation of the American Society of Association Executives (ASAE) has just published a book entitled, **FUTURE FORCES: AN ASSOCIATION EXECUTIVE'S GUIDE TO A DECADE OF CHANGE AND CHOICE**. This book, written by noted futurists David Pearce Snyder and Gregg Edwards, paints a vivid picture of the "knowable future".

## FUTURE FORCES:

An Association Executive's  
Guide to A Decade of Change  
and Choice

By David Pearce Snyder and  
Gregg Edwards, Ph.D., D.Sc.

A new book takes a close look at the changes predicted in terms of demographics, economics, technology and society.

FUTURE FORCES shows how automation, foreign competition, and collaborative work-place arrangements could eliminate 15 to 20 million U.S. jobs in industrial production over the next ten years. At the same time, 20 million employees will need to learn new skills to take advantage of emerging technologies.

Readers of FUTURE FORCES will learn how the creation of an "information infrastructure" will generate an explosive growth in new information products. The authors estimate that by 1995, 60 to 65 percent of all U.S. households will have computers.

The authors of FUTURE FORCES notes that "the future is not a random walk". For a copy of this 110-page book, send a check for \$30 to FUTURE FORCES, ASAE, 1575 Eye Street, NW, Washington, DC 20005.

## POSITION WANTED

### Reporter/Freelance

Freelance would like to do feature or news writing for a paper on a contract basis. Have worked on a weekly community paper and written articles for the Salem Statesman Journal. Prefer Portland area but can travel. Own good camera; have done layout work. Contact Andrea Skufca, 730 SW St. Clair, No. 37, Portland, Or 97205. (503) 243-2304 or 645-8292.

## POSITION WANTED

### Reporter

Agressive young reporter anxious to hook up with quality newspaper within 50 miles radius of Portland. Worked two years covering prep and community sports for weekly chain in Bay Area. Graduate of San Jose State with B.A. in journalism (Political Science minor). Won Hearst Foundation and Howard Memorial scholarships for public affairs reporting on college paper. Only way to stay sharp is by writing, so please write: Dave Rickard, 10755 SW Murdock Ln., No. G-10, Tigard, OR 97224, or call (503) 639-4518.

## POSITION WANTED

### Sports Reporter

Recent University of Oregon journalism graduate seeks entry-level sports writing position with a respected weekly or daily. Have about two years reporting experience. Contact: Dennis Fernandes, 1232 Keasey, Roseburg, OR 97470. (503) 342-7252; 673-1828.

## HELP WANTED

LOSE up to 29 pounds, inches, cellulite this month. Doctor recommended on T.V. Free shipping. I've lost over 50 pounds myself! (612) 642-1915.

## PRINTING

### PRESS OPERATOR

The Internal Reprographics Dept. of Blue Cross Blue Shield of Oregon, a major health insurance company, is accepting applications for a Press Operator.

Qualified applicants will have 2 years work experience on small offset presses. Two-color offset press knowledge and experience is highly desirable.

Education in graphic arts or printing program is helpful. Applicant must be able to lift 50 lb & work requested overtime hours.

Blue Cross and Blue Shield of Oregon offers an excellent employee benefits package, flex-time work hours, and competitive salary. Please apply or send resume to:

### Blue Cross and Blue Shield of Oregon

Human Resources Dept., 5th Flr.  
100 S.W. Market  
Portland, OR 97201  
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**HIGH-LEVEL JOB** — Working 90 feet above a drilling rig floor, derrickman Dennis Foy is at the "top" of his profession as he participates in the drilling of a Wyoming well for the Aminoil USA Division of Aminoil Inc. Standing on a platform called a monkeyboard, Foy's job is to secure into a storage rack the upper ends of drill pipe sections as they are pulled from the well. The process of pulling the sections of pipe from the well is known as "tripping." Aminoil, the energy subsidiary of R.J. Reynolds Industries, Inc., is the nation's second largest independent petroleum exploration and production company.