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**NMBC Releases  
Minority &  
Woman Owned  
Business Directory  
1989-1990**

The National Minority Business Council released its Tenth Anniversary edition of its Business Directory consisting of nearly 300 minority and woman-owned member businesses nationwide.

Used as a purchasing source by hundreds of corporate and institutional buyers as well as other minority businesses, the NMBC Business Directory has become one of the most sought after listings of minority and woman-owned businesses in the country. "It's a book that will help any purchaser find a qualified, reliable minority business source for any goods or services required," states John R. Robinson, President and Chief Executive Officer of the National Minority Business Council.

The 1989-1990 Business Directory incorporates many new features that make this listing easier than ever to use, including handy cross-references, Standard Industrial Classification indexes and a convenient listing of all woman-owned businesses. Mr. Robinson adds, "our 10th Anniversary Directory is perhaps the most comprehensive listing that the NMBC has put out in its 17 year history."

The cost of ordering a Directory is \$75 pre-payable to the National Minority Business Council. "look upon it as a necessary marketing tool for minority and women-owned businesses," says Mr. Roger Hinton, the Council's Director of Membership Services.

The Directory lists the nearly 300 members of the National Minority Business Council. The NMBC is an educational, procurement and advocacy, non-profit organization that administers seven basic programs and services to its membership.

**PORTLAND OBSERVER**  
"The Eyes and Ears of the Community"  
288-0033

**COOR'S  
SELECTED  
TOPS**

Coors Brewing Company was selected as the top manufacturer in the country providing opportunities for minorities and women at the second annual National Association for the Advancement of Colored People Award ceremonies.

"This award was established to recognize those companies whose policies and practices best exemplify the spirit and intent of the Fair Share Program," said Benjamin L. Hooks, NAACP secretary. "Coors has demonstrated significant progress toward the achievement of their Fair Share goals."

Operation Fair Share is under the umbrella of the NAACP's Economic Development Program, through which select US corporations are recognized for "their exemplary record of achievement in promoting entrepreneurship and improving opportunities for minorities and women in corporate America."

"We appreciate this recognition from the NAACP," said John Meadows, Coors' director of Community Relations. "We have worked hard to achieve the goals that we set in conjunction with Operation Fair Share and plan to continue our efforts in this area."

The award was presented at the NAACP Corporate Awards luncheon earlier this month in New York City. Former State Senator Julian Bond acted as master of ceremonies.

**DEWAR'S WHITE  
LABEL  
REJOINS SPONSOR-  
SHIP OF  
NATIONAL BOWL-  
ING ASSOCIATION  
CHAMPIONSHIP  
TOURNAMENT**

Dewar's White Label resumes sponsorship of the Mixed Doubles Event in the National Bowling Associations' 50th annual championship tournament, to be held in New Or-



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leans, Louisiana, from May 17-28th.

The National Bowling Association is the country's largest predominantly Black athletic organization. Celebrating its fiftieth anniversary, the NBA was founded at a time when Black bowlers were barred from mainstream bowling organizations and denied access to most bowling establishments. Today, the NBA has over 26,000 registered members throughout the United States, mounting large scale tournaments that offer sizeable purses to winning teams and individuals, totaling \$100,000 or more.

Dewar's White Label is contributing \$5,000 in first place prize money for the Mixed Doubles Event, putting the value of the first place prize at over \$6,000. The Mixed Doubles Event is considered among the most prestigious of the tournament.

A full calendar of social events has been planned for the NBA tour-

namment, which is expected to bring six million dollars into the local economy. The ample opportunities for participants to sample Dewar's "White Label", America's favorite Scotch Whisky include a moonlight boat cruise, a mini Mardi Gras Dance and a Black Heritage Tour. "Dewar's White Label is pleased to be involved with this vital organization, during the celebration of its 50th anniversary" says Henry Yaris, Brand Manager.

**SPORTS MEDICINE**  
**North Portland  
Medical Clinic**  
105 N. Killingsworth  
Portland, OR 97217  
285-3323