

# News Around Town

## GOLDSCHMIDT SIGNS BILL ESTABLISHING ESB ACCOUNT

Gov. Neil Goldschmidt has signed into law SB 1189, establishing an Emerging Small Business (ESB) Account to assist emerging small businesses in overcoming barriers to participation in state public improvement projects.

Earlier this year, in the Richmond v. Croson case, the U.S. Supreme Court ruled that set-asides for minority- and women-owned businesses (MBE/WBE), as previously established by state and local governments, were unconstitutional. As a result, the 1989 Legislature took several steps to change business assistance programs for minority- and women-owned businesses to target them more broadly at emerging businesses.

Senate Bill 1189 establishes a pilot program in the Department of Transportation to expand opportunities and promote participation of ESBs in highway construction. The bill provides for a 1 percent surcharge on Department of Transportation highway construction projects to provide assistance to certified small contracting companies. The amount to be deposited in 1989-91 is estimated at \$2.2 million.

The bill requires that the Transportation Department appoint a committee to recommend a plan to assist ESBs, and to report back to the 1991 Legislature on the success of the program.

The Emerging Small Business concept was developed after the U.S. Supreme Court's decision on Richmond v. Croson. A Governor's Committee on Minority Business Enterprise was formed in Oregon January, 1989 and worked diligently to structure a program that would achieve similar goals without foreclosing opportunities to others.

The Governor signed HB 3001, which conforms the state's definitions of women and minority business enterprises to the federal definition; creates and defines the "emerging small business" category, and makes them preference borrowers from the Oregon Business Development Fund.

## GOLDSCHMIDT NAMES TWO TO STATE BOARD OF EDUCATION

Gov. Neil Goldschmidt announced today the appointments, effective upon Senate confirmation, of Sharon R. Little and Jeana Wolley to the State Board of Education.

Little, 47, of Lebanon, was president of the 1600-member Oregon League of Women Voters from 1987-89, and vice president from 1985-87. She is a former high school English teacher, and was named Lebanon Woman of the Year in 1989. She has served on the State Advisory Council for Handicapped Children, the Oregon School Boards Association Legislative Committee, and as chair of the Lebanon Board of Education. She attended the University of Michigan, where she received both a bachelor of arts degree in English and a master of arts degree in education. Little, who will serve until June 30, 1993, replaces Thelma Elliott, whose term expired.

Wolley, 37, of Portland, is director of operations and administration at Pacific Development Inc. She is a member of the Oregon Association for Minority Entrepreneurs advisory board, the Black Leadership Conference, and the N/NE Portland Coalition of Neighborhoods Jobs Committee. She was involved with the community coalition for school integration effort in Portland in 1977-79. She attended Portland State University, where she studied urban studies and political science. Wolley, who will serve until June 30, 1992, replaces Clifford Freeman, whose term expired.

The State Board of Education sets educational policies and standards for the state's public schools and community colleges.

## U.S. BANK OPENS TELLER TRAINING PROGRAM

By Ruth E. James

The Martin Luther King branch of U.S. Bank, held an open house in celebration of several new programs they are offering to the community.

U.S. Bank President Kevin Kelly expressed his thanks to the community and spoke briefly about the new programs. Oliver Smith, Assistant to the Mayor was also a scheduled speaker and Portland Public School's Superintendent, Mathew Prophet, commended U.S. Bank's efforts and commitment to the community.

The Martin Luther King Branch of U.S. Bank has been remodeled and security has been upgraded but the main focus for the open house was to introduce the new Teller/Customer Service Training Program, the new Community Room and to reintroduce the Special Opportunity Loan Program.

The Teller Training School, has graduated six students, so far. The month long training program was introduced to U.S. Bank by Tenora Grisby, U.S. Bank Vice President, through a magazine article about a similar program in New York.

Six more students have already been selected to start the next training session which will begin in September. The program has been extended to 10 weeks of after school training. This program is targeted towards, "Students who are not particularly college bound", said Ruby R. Houghton, U.S. Bank Public Affairs Division and writer of the program. Ms. Houghton said the focus will primarily be on the, "middle student".

The goal of the program is to recruit and train high school students for Teller and Customer Service positions in the bank. The majority of the students recruited will be high school Juniors and Seniors, especially students attending North and Northeast such as Jefferson, Grant, and Roosevelt. Each student upon completion of the program is guaranteed full time employment with U.S. Bank.

Katrina Hames a graduate of Grant High School is one of six who completed the pilot program. She learned of the program through her school's Career Placement Coordinator. "This program was very educational, I learned about myself and how to deal with the public" said Katrina.

The most difficult part for me was all of the reading," explained Lissa Bella, another graduate of the program. Lissa plans to work for a year or more before attending college to study business.

Both Lissa and Katrina agreed that the program is a "good stepping stone for young people in the community". To help the students succeed in the program each student is given a mentor. The mentor is there to offer support and answer questions during the training period and after they have been placed on a job. The new community room is where the teller training school will take place. The community room was also showcased during the ceremony. The new room was added to give various community groups a place to hold meetings, free of charge, during normal banking hours. The room will possibly be open to several other uses depending upon the community's needs.

Another program reintroduced during the open house was the Special Opportunity Loan Program. This program is designed to make more available, personal and commercial loans to applicants with special credit needs.

This loan program is targeted towards minorities, the elderly as well as the educationally or economically disadvantaged. Some non-profit groups will be able to take advantage of the loan program also. These loans can be used to make repairs on homes, pay tuition for job training programs at community college, or to open a new business.

Anyone interested in finding out more about the programs and use of the community room, can go into the newly remodeled Martin Luther King Jr. Branch of U.S. Bank at 5500 N.E. Martin Luther King Jr. Blvd. For scheduling use of the community room you can call 283-35761.

## MANAGING THE CONTRACT

"Managing The Contract" will be offered on Thursday, August 31 from 6:30-9:30pm, at the Oregon Association for Minority Entrepreneurs. The Center is located at 847 NE 19th, Suite 245 in Portland.

In this seminar, you will learn the essentials of managing the paper, people and production once you get the contract.

This seminar is co-sponsored by the PCC Small Business Development Center, the Oregon Association for Minority Entrepreneurs and the Small Business Administration.

The cost of the seminar is \$15. To register and for more information, please contact the Small Business Development Center, 273-2828.

## "A BUSINESS SAFARI"

Get out of the business jungle and take a safari to the Washington Park Zoo on Tuesday, August 22, from 5:30 to 8:00 p.m. to explore Business After Hours and discover new business opportunities. Admission to the Zoo is free with your After Hours ticket.

The August After Hours program is co-sponsored by the Metro Washington Park Zoo and Days Inn at the Airport. More than 400 people are expected to attend the unique summer trade show. Forty businesses will have booths set up in Elephant Plaza and the new meeting rooms at the Africa Plains facilities.

Business After Hours is a bi-monthly trade event sponsored by the Portland Metropolitan Chamber of Commerce and hosted by different businesses in the Portland Metropolitan area.

After Hours tickets are \$5 in advance or \$7 at the door. For pre-registration or further information, contact the Special Events Department of the Portland Chamber, 228-9411.

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## NUNN/ANDERSON SELECTED TO ATTEND LEADERSHIP SESSION

Josiah Nunn, board chairperson, and Rosemary Anderson, executive director of the Portland OIC here, have been selected to attend the inaugural session of an advanced Leadership Development Program August 17-20, in Houston Texas.

The session is the first of six to be conducted over a three-year period with a curriculum designed specifically for affiliate board chairpersons and executive directors of the Opportunities Industrialization Centers of America (OIC/A), Inc.

It is being funded with a \$150,000 grant from the Chevron Corporation.

Anderson said the program is an outgrowth of OIC/A's five-year development plan which was established several years ago. Its purpose is to assist local affiliate leadership to better serve their communities through improved management skills, strategic planning and to better utilization of staff and volunteer services.

The first OIC/A training center was established in Philadelphia, PA 25 years ago in an abandoned jailhouse by Founder and Chairman, Rev. Dr. Leon H. Sullivan. Today, there are 70 centers in 32 states and the District of Columbia providing a variety of services to an aggregate of more than 50,000 trainees annually.

The Portland OIC affiliate was established in May, 1967. Since then, it has trained 16,000 students in job skills ranging from prevocational to vocation.

Josiah Nunn has served as board chairperson since May, 1979. Rosemary Anderson assumed duties as executive director in June, 1980. She has been affiliated with OIC/A for more than 20 years.

In addition to Chevron, other companies who support OIC/A locally and nationally are Coors, General Motors, Pfizer, the Haas Foundation, IBM, Pepsi Cola, A&P, Campbell Soup Foundation, Metropolitan Life, AT&T, GE, Sun Company and many others.

Persons interested in more information about the training and services provided by the Portland OIC should contact Ms. Anderson at 287-1271. The Portland center is located at 4215 North Williams Avenue in Portland Oregon.

## HOME SECURITY BROCHURE AVAILABLE TO OREGONIANS

"You Don't Want Strangers Pointing Out Your Home Security Flaws" is a new home security brochure available to Oregonians who want to learn the basics of Crime Prevention through Environmental Design (CPTED) and obtain valuable information on security hardware.

The brochure was a joint community service project of the Portland Police Bureau, Portland General Electric (PGE), the Oregon insurance companies through Western Insurance Information Service (WIIS), and the Crime Prevention Association of Oregon (SPAD).

"This brochure is a great starting guide for any homeowner who wants to make their home less attractive to burglars," says Joseph Midgett, brochure author and Portland Police Bureau crime prevention specialist.

Midgett says the "No Strangers!" brochure also publicizes toll-free phone numbers for additional consumer help.

"It also compliments the award-winning video, 'You Make the Difference: Preventing Home Burglary' produced in 1988 by WIIS and the Portland Police Bureau," he says, adding, "Loaner copies of the video are available at most libraries and law enforcement agencies throughout Oregon."

For more information, contact Midgett at the Portland Police Bureau: 796-3126.

## ASTHMA FOUND TO BE MUCH DEADLIER THAN PREVIOUSLY BELIEVED

Asthma, which afflicts more than 8.6 million Americans, has long been known as a seriously debilitating disease, but hardly a life threatening one. Now, however, a new study indicates asthma may be the primary cause of death much more often than previously suspected.

Asthma is an adversary that challenges medical professionals and patients alike. Despite improvement in knowledge about asthma and its treatment, the asthma death rate in the United States increased 33 percent between 1979 and 1986.

In her remarks at the American Lung Association of Oregon's Annual Meeting, July 14, 1989 in Tigard, A. Sonia Buist, M.D., said that while this trend "is alarming, we must keep it in context". Dr. Buist is head of the Pulmonary and Critical Care Division at Oregon Health Science University (OHSU), a member of the Oregon Thoracic Society (the medical arm of the American Lung Association of Oregon) and President-Elect of the American Thoracic Society.

"The recorded prevalence of asthma is increasing but it is not certain whether the rates are truly climbing or if reporting is simply more accurate," she continues. According to Dr. Buist, office visits and hospital admission due to asthma appear to be increasing with the average hospital stay calculated at 4.8 days.

The cost of asthma is staggering. Asthma medications alone is 3.6 billion a year in the United States. And "the human suffering is enormous" and impossible to calculate, Dr. Buist said. Perhaps one of the most serious aspects of the disease is that it is a leading chronic disease in children under 18, causing more hospitalizations than any other. Of nearly 9.6 million asthmatics in the U.S., one-third are children; 100,000 of these are in Oregon.

In direct response to the challenge posed by asthma, the American Lung Association board of directors has designated the disease its number one priority beginning July 1990 through June 1992. Locally, the American Lung Association of Oregon will work with a newly formed Asthma Committee to promote management and control among the patients. As a step towards attaining their goals, the committee will design work shops about asthma management for school personnel.

Other programs are offered by Lung Association as well, including the Asthmagram newsletter, Parents of Asthmatic Children support groups around the state and Camp Christmas Seal for asthmatic children from 8-13 years old.

Dr. Buist believes that through education of patients, professionals and the public, Lung Associations can have an enormous impact on the rate of deaths and suffering due to asthma. Although the numbers are disturbing, Dr. Buist retains her optimism that the American Lung Association's ambitious program will result in a change for the better.



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