

Portland, Oregon

# PORTLAND OBSERVER

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## LARUE BURDON, STAR WIDE RECEIVER



by Ulysses Tucker Jr.

For many high school football players around the United States, the dream of playing on National television or for a top twenty power is almost an obsession.

LaRue Burdon, star wide receiver-kick return specialist is no exception to the rule when it comes to dreams about the Rose Bowl, National titles, or playing in front of 80,000+ screaming fans and alumni. Yes, the dream is alive but the reality of it all happening or not happening keeps him focused on other options, like a degree and the full experience of college life.

"Playing college football would be a lot of fun," he said. "But the bottom line is a college degree because I want to be prepared for real life. I would like to be a psychologist one day. I'm not sure where I'll end up at but believe me, it'll be close to home. My mom (Mae Franklin) and family are real close."

So far, Burdon has had contact from Oregon State, Idaho, Lewis & Clark, and Penn to name a few. Academically, Burdon is carrying a 2.4 GPA as a senior and has a strong desire to learn.

"There's no doubt in my mind that he has the ability to perform as a student in college," said Jean Kirsh, academic advisor to Burdon and counselor at Jefferson High School. "He's a good person and he has a very positive attitude."

At 5' 10", 145 lbs, Burdon has shown flashes of the skills college recruiters look for and the potential Jefferson coaches say he has.

In the season opener against Cleveland High, Burdon scored on a 77 yard Kick-off return, a 30 yard pass reception, and ran for a 75 yard score in a 39-33 loss. Jefferson's sputtered in consecutive defeats to Benson (10-7) and Lincoln (9-0) because opposing coaches refused to let Burdon get loose.

"The first game was pretty nice" he said. "After that people started keying on me a little more. My strength could be better. I need to gain a few more."

Against Roosevelt last Friday, Burdon and the Democrats ran wild with a 33-0 victory. It was Jefferson's (1-3) first victory of the season. Burdon scored three times. He returned a kick-off 74 yards, ran 17 yards for another score and caught a touchdown pass from 24 yards out.

"We have more talent than our record indicates", said Burdon. "We act like seniors but we don't show it in terms of leadership. The three losses have been tough on us but I really believe that we can make a good run before the season is over. Our team is starting to get closer."

According to (Head Coach) Mark Pinder, Burdon is a competitive and intelligent athlete. He can only smile in disbelief at some of the fakes and moves he puts on opposing players. "LaRue has a great deal of natural ability", said Pinder. "He has good work habits and he thinks. I don't think that he has the total package yet, but that will come with time and maturity. I think LaRue will be successful both as a student and athlete. All he has to do is keep working hard."

In addition to football, Burdon has been making some waves around the state of Oregon as a member of the schools track team. Last year, an inexperienced Burdon, under the direction of former University of Portland basketball star Mil Adams, placed fourth in the AAA high jump (6'5"). He also placed second in the 330 intermediate hurdles. Not bad for someone still developing the "total package." He also has a 40 inch vertical jump and triple jumps.

When questioned about his heroes, Burdon mentioned his dad (Samuel Burdon) and his brother J.J. Burdon, who starred at Lakeridge High School and the University of Oregon before being waived by the Cleveland Browns because of a knee injury.

"My brother has always had a positive effect on me", he said. "He taught me how to be tough and the values of a college education. I really look up to him. every kid should have a brother like J.J." LaRue is the youngest of five children.

## Commissioner Dick Bogles Forum

Featured speaker at Commissioner Dick Bogle's Forum Luncheon on Tuesday, October 10 at the Coliseum Red Lion will be **Ron Herndon**, director of child development for the Albina Ministerial Alliance and co-chair of the Black United Front.

Herndon's topic is, "Recapturing Neighborhoods Through Targeted Efforts: A Rescue Plan."

The community-based plan, which targets a large area of Northeast Portland for intensive rehabilitation efforts by private and public agencies, has gained momentum in recent weeks.

The city's Bureau of Buildings, under Commissioner Bogle, has surveyed the first section of the targeted area for housing and nuisance code violations.

Outreach workers from the Youth Gangs Task Force are going door to door in the same 250-home area, bounded by Martin Luther King Jr. Blvd and 15th Ave., west and east, and Ainsworth and Jarrett Sts., north and south. Their survey focuses on

drug and gang related activities, and social needs.

Support for a House of Umoja in Portland, another point in the rescue plan, was unanimously approved by the Portland City Council on Sept. 27.

Herndon will describe how current efforts fit into the overall plan, what steps are needed next, and what must be done to achieve complete success.

Bogle has hosted the Commissioner's Forum since taking office in January, 1984, continuing a tradition started by former Commissioner Charles Jordan during his tenure at City Hall.

The luncheons serve as a sounding board for African-American issues and concerns, as well as an information pipeline between City hall and the Black community.

Persons wishing to make reservations should call Commissioner Bogle's office, 248-4682, by Friday, October 6. Cost of luncheon is \$8.50.

## DEAN APPOINTS ASSISTANT FOR MINORITY PROGRAMS

The Dean of Student Affairs at Portland State University, **Morris K. Holland**, Ph.D., has announced the appointment of **Brenda J. Green, Ed.D.** as Assistant to the Dean. Green will coordinate organizational development, planning and evaluation, and will assist the university in designing programs to help minority students attend and succeed at Portland State.

Green, who earned a doctorate in education from Washington State University, has been with the Oregon Department of Human Resources since 1982. She most recently was a special assistant to the administrator in the Adult and Family Services Division. She also had served as an assistant administrator and assistant director in the administrative Services Office.

She also has had extensive experience as a Model Cities administrator, a teacher and school administrator. Besides the doctorate, Green holds degrees from the University of Mary-

land, Eastern Shore, and from Western Oregon State College.

According to Holland, Green will strengthen Portland State University's programs, assisting minority students to gain access to higher education and achieve success once enrolled. This involves outreach efforts working directly with students in high and middle schools to help them prepare for college, and programs providing academic support for minority students once they are on campus to help them succeed academically.

"Dr. Green's appointment," Holland said, "reflects a high level of commitment by the university to respond to the concerns of minority students in general and to strengthen the overall campus climate. We want to develop programs and to support student organizations that will help make this campus a place where people of all backgrounds will feel welcome and can be successful."

## Family of the Week



by Jimi Johnson

Native Portlanders Gary and Gloria Ladd of Seattle, Washington believe that a strong family nucleus is the key to survival for the African-American Community as we approach the 21st century. "We must have strong male and female role models to influence our young people in a positive way" stated Gloria Ladd, an elementary school teacher for 15 years.

Her husband Gary, a beautician/businessman and owner of two hair salons in Seattle agreed wholeheartedly with the need for more African-American role models particularly in the economic arena. "We need to create an economic base with which to build upon in order for our communities to become self sufficient," added Ladd.

Both Gary and Gloria grew up in Northeast Portland and attended Jefferson High school where Gary starred on the high school basketball team, leading the state in scoring his junior and senior years.

After accepting a basketball scholarship to Seattle University, Ladd and his "high school sweetheart" moved to Seattle to begin their new life.

Married for 22 years, the Ladds believe that trust, faith and a strong spiritual sense of who they are has kept them together through good and bad times.

"We as African-Americans must know who we are and where we come from, if we are to know where we're headed," stated Gary. "It's crucial" chimed his wife Gloria.

The Ladds, well aware of who they are, have been blessed with six lovely children, three of which has completed high school and work in the family business.

The Portland Observer salutes the Ladd family as our "Family of the Week."

## Business As Usual

Last week's 'Portland Observer' A. Lee Henderson, founder, 'not announced a "changing of the guard" for Oregon's oldest Black publication; This announcement was premature and misleading.



A. Lee Henderson

The owner and publisher of the 'Portland Observer' remains Dr.

The African-American Corporation). The 'Portland Observer' is located in temporary quarters at present but will move to a permanent location within one week. The telephone number remains the same (288-0033) as does our Fax number, (288-0015).

The confusion has arisen out of a failure of the African American Corporation to consummate the transaction in a manner consistent with our intentions. Our sincere apologies to 'Portland Observer' readers for this inconvenience. We emphasize our commitment to continue providing quality service to the community, our readership, and our advertisers.

## A Special Thanks

We wish to thank the staff and students of Portland Community College, Cascade Campus (Computer Field Services Technology Program) for their invaluable assistance in an emergency situation. In particular we wish to thank Dr. Doug Sorenson and Mr. James Plunkett for this demonstration of their commitment to the Northeast Community.

We also take this opportunity to extend our thanks to our staff, former employees, family, friends, and the community-at-large. It has been gratifying to have had this type of response, and we will continue to conduct our operations in a manner deserving of such widespread support.

## Oregon Arts Commission Funds Convention Center Art Project

The Oregon Arts Commission (OAC) has awarded the Metropolitan Service District a grant to pay for public art project at the Oregon Convention Center, Metro Executive Officer Rena Cusma has announced.

The \$10,000 grant funds a commissioned painting by Portland artist Tom Fawkes. The 5'X12' acrylic painting, which depicts an early morning view of the Washington Park Rose Garden, will hang in the center's VIP Lounge. "This generous grant funds an important addition to the public art collection at the convention center," Cusma said. "The Fawkes painting is one of 10 diverse pieces that will reflect the spirit of Oregon to thousands of visitors each year."

Issued from the Oregon Arts Commission's contingency fund, the award is the largest public art grant the organization has ever given outside the 1 Percent for Art program it administers.

"The commission recognized this was a significant project in a public place and wanted to take a leadership role in making a financial commitment," said Leslie Tuomi, OAC acting director. "We hope others will follow our lead."

The Oregon Convention Center public art collection, which includes commissioned works by Northwest artists, is financed by \$475,000 from the center's 1 Percent for Art fund and two National Endowment for the Arts grants totalling \$95,000.

Construction and operation of the Oregon Convention Center, scheduled to open in September 1990, is managed by Metro

## McDonald's Black History Makers Of Tomorrow Begins Search For 10 Outstanding Students

Oak Brook, IL --- For the third consecutive year, McDonald's is seeking 10 outstanding high school juniors to be named "McDonald's Black History Makers of Tomorrow." The ten students will be selected based on their scholarship, leadership, character and potential to become black history makers in the future. McDonald's restaurants in more than 20 cities are sponsoring the competitions as part of the company's celebration of Black History Month in February, when the winners will be named.

"Our future depends on the young people of today" said Ed Rensi, president, McDonald's U.S.A. "We hope to encourage our 'McDonald's Black History Makers of Tomorrow' to continue to strive for greater heights by recognizing their potential now." Top students from each city will participate in an essay contest as part of the national competition to be named one of 10 "McDonald's Black History Makers of Tomorrow." The essays will focus on how black history will be made in the future and the role the students will play in its development.

As part of their recognition, the 10 national winners will be featured in McDonald's advertising during Black History Month. Additionally, the highlight of the competition will be a lone-of-a-kind Leadership Conference featuring many of the country's most distinguished black leaders in business, education, politics and communications. The conference, scheduled for next summer at McDonald's Hamburger University in Oak Brook, Illinois, will bring together these future leaders with leaders of today.

"McDonald's Black History Makers of Tomorrow" is supported by McDonald's restaurants in: Atlanta, Bloomfield (NJ), Buffalo, Cincinnati, Cleveland, Dallas, Detroit, Graeville (S.C.), Houston, Indianapolis, Los Angeles, Memphis, Miami, Milwaukee, Montgomery, New Orleans, New York City, Norfolk (VA), Philadelphia, Raleigh, Richmond and Toledo. For more information, write to: McDonald's Black History Makers of Tomorrow, c/o Burrell Public Relations, 20 North Michigan Ave., Chicago, IL 60602

McDonald's is the world's leading quick service food organization, serving 22 million people each day in more than 10,700 restaurants in 51 countries. Seventy-five percent of McDonald's restaurant businesses are locally owned and operated by independent entrepreneurs.

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