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"THE EYES AND EARS OF THE COMMUNITY"

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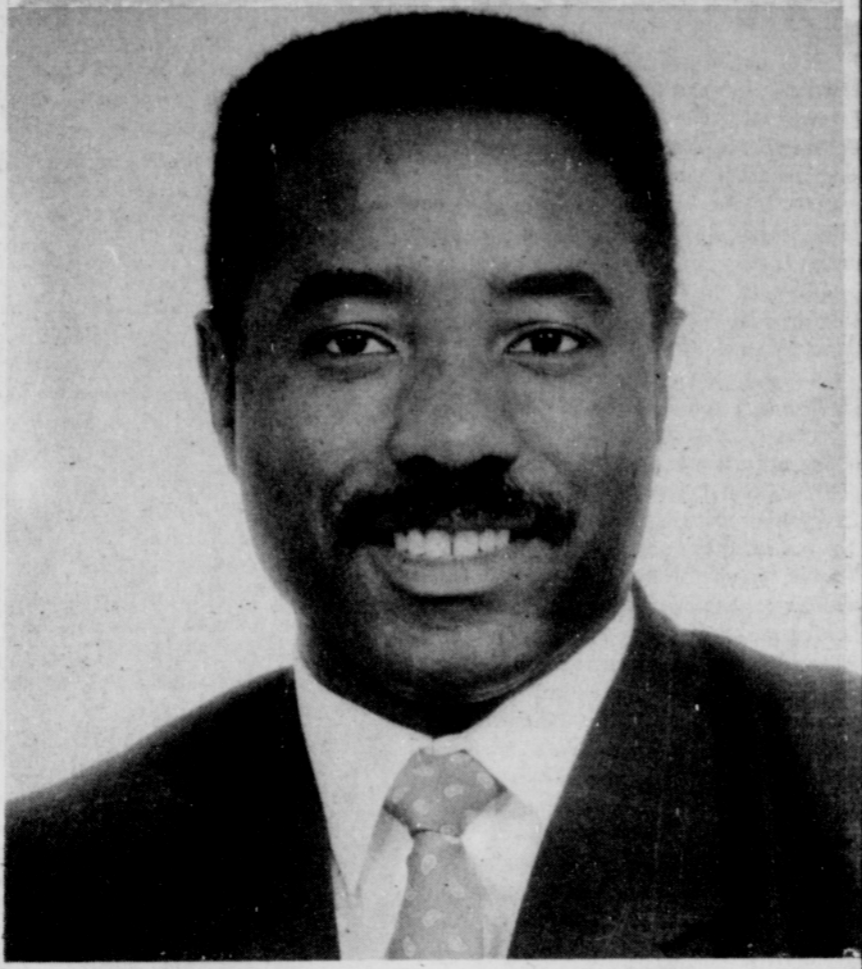
## Marvin O'Quinn Named Emanuel Vice President

Marvin O'Quinn of Portland has been named Vice President of Marketing at Emanuel Hospital & Health Center and President of the Emanuel Medical Center Foundation. O'Quinn has ten years of marketing, planning and operational management experience at several different institutions.

Prior to joining Emanuel, O'Quinn was Assistant Administrator at Willamette Falls Hospital in Oregon City, and Executive Director/Corporate Operating Officer of the Clackamas Health Care Consortium, Inc., a wholly owned subsidiary of Willamette Falls Hospital.

He also was Vice President of Marketing at Valley Children's Hospital in Fresno, California, and Director of Planning at Harborview Medical Center in Seattle, where he developed and managed Seattle's first air ambulance service.

O'Quinn holds a MHA degree in Marketing and Planning from the University of Washington, and is an Adjunct Professor of Health Care Marketing at Portland State University.



## Excellence Takes A Giant Step

*by Professor McKinley Burt*  
The National Association for Schools of Excellence held its first annual national conference in Portland, Oregon last week, from Nov. 12-14 at the Sheraton-Portland Airport Hotel. The historic meeting was convened by Mr. Ron Herndon of this city who has seen an idea that germinated throughout 20 years of educational activism flower into a nationally recognized and respected organization in the urban learning structure.

The members of this group come from the ranks of the top principals in the country, having been cited repeatedly for their leadership in devising effective intervention techniques which have turned many failing schools into glowing success models. National television has featured these accomplishments, repeatedly emphasizing these principals' techniques: **High expectations, strong leadership, clear vision, team work, strong staff development, strong appropriate curriculum, genuine accountability, strong community and parental support.** "A school should equal the best place you can be on a given day!"

A message from Senator Mark Hatfield cited the type of realities that educators are facing in today's world, "You are here because you believe that education is the highest priority." He advised, "Challenge your peers, challenge industry, and fully utilize the communication industry." Rep. Ron Wyden queried "How can the federal government help you?" He was given sufficient information to structure, if possible,

new and effective legislation, action that could implement nationally the success modes of these gifted teachers.

The preview of excerpts from a nearly completed educational video held the rapt attention of the audience. The film is being produced through the generosity of Bruce O'Neal, president of Westcom Productions. Individual interviews interspersed with file tapes are used to capture the essence of the teacher's successful techniques and strong leadership qualities. The narrator is Portland's Symphony Director, Oscar DePriest—the impact of his delivery was electrifying and effective. His style gave deeper meaning to the phrases chosen to describe the principals approach to learning. The completed video will be distributed nationwide to all segments of the education community, and to all related institutions including congress, legislatures, governors, mayors and industry.

It was observed that "it seems such a short time since the initial planning conference at Gearhart, Oregon in July of 1988." This was the seminal first meeting hosted by the Tom Peters Group ("In Search of Excellence," "Thriving On Chaos"). Amid all the hard work of organizational logistics and administration it was also noted that "this is not only an idea whose time has come—but one that has been implemented." Present at the conference with their usual unflagging support were Rian Butrick, Oregon Association of Industries; Ed Buwalk of Security Pacific Bank; Bill Prows of U.S. West Communications among others.

## Ulysses Tucker, Jr. Receives "Vocational Service Award"



Ulysses Tucker, Jr.  
"Vocational Service Award"

Ulysses Tucker, Jr., Public Affairs Producer for KATU-TV2 (ABC), was one of six recipients of the second annual "Vocational Service Award," presented by the Rotary Club of Southwest Portland, Oregon. Rotary members nominated outstanding employers on their jobs, who have made positive contributions to the community and workplace. Tucker's name was submitted to a select committee by Dana Clark, the personnel manager at KATU and also a member of the Rotary Club of Southwest Portland.

Tucker, who produces the weekly television program Sunday Northwest, was recognized for his work with Jefferson High School, the Open Meadows Learning Center, Portland's Opportunities Industrialization Center, the Center for Community Mental Health, where he is a Board Member, and as a Consultant for Junior Achievement at Grant High. Tucker was mentioned recently in a Oregonian story featuring Junior Achievement in the Portland area, this past Monday. He is also active with the Urban League's Career Awareness program and involved in many other causes.

A native of Washington, D.C., Tucker has worked with young people in every city he has resided in and believes that he has a social responsibility to give something back to the community. He is a graduate of the U. of Portland (M.A. in Communications, 1982 & B.A. in Radio/TV in 1979) and a member of Kappa Alpha Psi fraternity. He is also a freelance writer for the Portland Observer Newspaper.

## Hillsboro Beauty To Be Featured On Oprah Winfrey Show, Nov. 23



Gwen Reid

The Oprah Winfrey Show featuring Gwen Reid of Hillsboro, Oregon will air Thanksgiving Day, Nov. 23, at 4:00 p.m. on Channel 2-KATU.

## College Bound Students Things You Need To Know

**EDITOR'S NOTE:** The nerve racking job of selecting a college is sometimes all too cumbersome. Parents and students alike find the task of applications, financial aid, housing and other "must do" items, a time consuming job. Recently, Danita Calhoun, a Grambling State University graduate (1989) stopped by the Observer to share some of her experiences upon her admission to the school. She had an interesting story to tell and felt that Portland students could benefit if they knew how to prepare for school and what to expect once they were accepted. We thought so too.

This is the first of a series of articles by Ms. Calhoun on "How to Prepare for a College Away from Home."

College bound students are urged to write to Ms. Calhoun, c/o the Portland Observer, P.O. Box 3137, Portland, Oregon 97208, if they need information on schools away from home.

### COMPLETE ALL APPLICATION PROCESSES

This includes applications for admission, housing and financial aid. Generally, all of the applications require significant processing time. Make sure that you meet all of the deadlines well in advance to allow for any adjustment that you may need to make. Don't make the mistake of waiting until the last minute... It may be too late.

### HOUSING

No matter what College/University you choose to go to you need to have your housing applications filled out in a timely manner

so that your paperwork can be processed and your housing can be secured. This way you can be sure of having your housing once you get on campus.

### ADMISSION

Your admission papers go along with your housing papers. If you have completed one you have completed the other. It is just as important to fill out your admission and housing applications as it is to fill out your financial aid papers. Most colleges only except so many students into their schools per term/semester so it is very, very important to get these applications in.

### FINANCIAL AID

\* Gift Aid, These awards include scholarships, grants, assistantships (generally not offered to freshman) and tuition waivers.

\* Loan Aid, These are loans taken from various loan institutions and banks.

\* Financial Aid Programs, These programs are the most widely utilized by today's college students.

Generally, combinations of each are used as financial support: Pell Grants, College Workstudy, Guaranteed Student Loans (GSL), National Direct Student Loans (NDSL), and Plus Loans. GSL, NDSL, and Plus Loans are loans that have to be paid back.

College workstudy and Pell Grant are based on need. Pell Grants are generally offered to those students who apply early. College workstudy is not guaranteed to every student. These are awarded based on the availability of the jobs on campus. There is really no way of "applying" for these positions.

## OCIE Trotter Building To Host Open House

The Center for Community Mental Health is hosting an Open House for the naming of their administrative headquarters as the OCIE Trotter Building. The building is located at 6329 NE Martin Luther King, Jr. Blvd.

The Open House will be held Nov. 28, from 4:30 to 6:00 p.m. Dr. Matthew Prophet, Superintendent of Portland Public Schools, will make an opening presentation at 5 p.m., followed by an award being presented to Barbara Trotter for her late husband's contributions to the agency. Mr. Trotter was the agency's first executive director.

Community leaders have been invited and the public is welcome. Refreshments will be provided.

The OCIE Trotter Building serves as the administrative headquarters of Center for Community Mental Health. Mental health services are provided to area residents at this location and three others throughout the community.

**New Location:**  
Portland Observer  
4747 N.E. Martin Luther  
King, Jr. Blvd.  
Portland, Oregon 97211

## Happy Birthday!!!!

Nicole M. Linder  
Age 9

LoToya M. Linder  
Age 5



## Happy Thanksgiving

### PCC "Career Pathways" Program Seeks Mentors

The Portland Community College "Career Pathways" program is looking for volunteer mentors to work with selected high school juniors and seniors.

Mentors will help the high school students attain their diplomas, build self-esteem and either gain admission to college or find full-time jobs.

"Volunteer mentors are needed to encourage and challenge the students, provide a model for success, offer a view of the business world and suggest realistic methods for dealing with that world," said mentor specialist Lucinda L. Tate. The Career Pathways program is based at Cascade Campus in North Portland.

Volunteer mentors are needed in numerous career fields, she said, including computer programming, analysis and repair; fashion design, marketing and modeling; television production and broadcasting; graphic art and design; nursing; pediatrics; business management in banking and retail; horticulture;

Secondary and elementary education; performing arts, music and dance; cosmetology; electronic and architectural engineering; law, attorneys and legal assistants; automotive and diesel mechanics; and secretaries, travel agents and clerical workers.

Those interested in volunteering are asked to call Tate at PCC Cascade, 244-6111, ext.

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