



THE LOCKER ROOM

PUSH Needs to Shove in Another Direction

by Ulysses Tucker, Jr.

Listen, I am sick and tired of hearing folks in the Black community complain about NIKE's underrepresentation of minorities in management and on its board of directors. I am mad, but not at NIKE. According to a recent study released by UCLA, 95% of top level management jobs are held by white men. Even more deplorable, these figures have barely moved over the last ten years. If Black folks want to boycott, do it across the board and fairly. Don't just single out the NIKE corporation. Go after Exxon, MGM, and countless others.

Angelique Sanders, a co-worker at this publication and a friend was quick to criticize Black leaders for not jumping on the PUSH bandwagon. I thought she was out of bounds. There is something to be said about negotiation over baseless confrontation or claims. Furthermore, why did PUSH fail to contact the Black leaders in Portland to get an inside perspective on NIKE's relationship with the community and its hiring practices? Granted, NIKE's employment figures might be low compared to Chicago standards, but this must be looked at in light of the relatively low minority population in the state of Oregon. Since January of this year, NIKE has hired more than 1,039 new employees, 21% of them minorities in a marketplace that has a 7% availability of minorities. Ten percent of their total workforce is minority. There are several major corporations and companies in the city, who do not come close to this figure or commitment to minorities. Leave NIKE alone or go after everyone. NIKE is overrepresented by minorities."

me something as an investor because I purchased some milk from them?" People choose to buy NIKE shoes just like they choose to buy British Nikes, Cons, AVIA, or any other brand. Operation PUSH even accused NIKE of targeting and exploiting Black consumers. First of all, I'm trying to figure out where the exploitation is occurring because remember, NIKE does not advertise in Black publications! Oh, maybe it's through because another Bo Knows commercial—Do you know, money, do you know do you know? If NIKE did start advertising in Black publications, would that further increase the exploitation of the Black race? Is the Rev. Tyrone Crider advocating exploitation of Black people? Let's play with Crider's rhetoric for a moment. PUSH contends that, since Blacks buy 13% of NIKE products, Blacks should at least get 13% of NIKE's jobs. According to this premise, local Black t.v. reporters like George Bundy Smith, Ken Boddie, and Carmen Jefferies would lose their jobs to whites because whites are 92% of the viewers of t.v. in Oregon, even though Blacks are "underrepresented" in on-camera jobs. Blacks stand to lose a great deal with this logic. If the PUSH boycott of NIKE is very successful and Blacks purchase 0% of NIKE products, does that mean NIKE no longer has an obligation since no Blacks are buying NIKE products? Regardless of race, all corporations should offer equal opportunities for promotions and employment to people, whether they buy products marketed by that company or not.

My grandmother once told me to "never bit the hand that feeds you." Not to suggest that the Black leadership had this in the back of their minds, but NIKE has been an excellent corporate partner and these pro-NIKE Black leaders value the relationship. Why destroy a relationship because someone half a country away tells you how you're being treated? NIKE has supported many causes in the minority community and will continue to be a responsible corporate partner. Black leaders know this. It's tough living in the same house after you've taken a bite of that hand.

According to Operation PUSH, NIKE owes the Black people because Black people buy NIKE products. Tyrone Crider specifically called them

"investors". Now, I own a Mazda 626, a TEAC stereo, an IBM typewriter, and an RCA color television. Does that make me an investor? Should I be able to dictate policy within the corporate boardrooms of these major corporation? No! No, because first of all, I'm not an investor. I'm a consumer of these products. Investors own stock and consumers spend money. Consumers choose to spend money. As one enlightened intellectual peer stated, "when I go to Fred Meyer's to purchase a carton of milk, all I expect it to be is fresh. Does Fred Meyer's owe

has worked hard to obtain a solid education and made career sacrifices to grow or reach a certain level, I would hate to think that my success or achievement occurred because I was Black. I am qualified, but I just so happen to be Black. I don't want anything because I'm Black outside of respect for my intellectual capacity or skills. Should Blacks be hired for reasons outside of skills and ability? I hope that the Rev. Tyrone Crider is not suggesting that. If equal opportunity for jobs is the real issue behind the boycott, then come up with some hard evidence that NIKE has

been discriminating hiring practices or restrict upward mobility among Blacks. I personally know some very successful Blacks employed by NIKE all over the United States.

To take the issue even deeper, what good is it going to do adding an already "fat minority cat" to the Board of Directors of upper level management when it does nothing for the poor kid in Northeast Portland? All it does is make a rich guy even richer. I'd much rather see NIKE fund projects like they do now or adopt elementary school classes and pay for their college education should they finish high school. The "I Have a Dream Foundation" (Ken Lewis, President of LASCO shipping; Attorney Pam Jackson, partner with Stoel, Rives, Boley, Jones, and Grey; and Leonard Girard, VP/Portland General Corp.) recently adopted a fifth grade class at the Dr. Martin Luther King, Jr. Elementary School along with several other corporations. That's an investment!

Now the question remains, can NIKE do better? According to the UCLA study, every major corporation can. All indications suggest that NIKE is a better corporate citizen than most. Corporations have an obligation to hire and promote qualified minorities and women, both because they represent the management pool of the future and their economic clout can deliver a knockout punch. Boycotting NIKE is unfair and wrong. Let us take a long hard look at all major corporations in America, not just NIKE.

If Black folks around town or around the nation put their money in Black banks, invested in their own businesses, and communities--then perhaps Black people will truly realize what Black Power is all about.

Hardeman hopes for career after PSU

by AARON FENTRESS

Since arriving at Portland State in 1986, from Clover Park high school in Tacoma Washington, Dominique Hardeman has manned the left corner spot for the Vikings the last three seasons. In that three year span Hardeman has given up only two touchdown receptions. A mark noteworthy of N.F.L. attention.

1990 will mark the end of a fabulous football career at Portland State. But hopefully for Hardeman it will mark the beginning of another football career.

"My goal has always been to play in the N.F.L.," says Hardeman who often fantasizes about covering such N.F.L. receivers as Jerry Rice or Anthony Carter. "If I could just get a chance and break into a camp I would be satisfied with the opportunity."

Despite Hardeman's hopes he is realistic about his situation. Despite his quality performance Hardeman is playing at the Division II level. Making a jump from Portland State to a Division I school is quite a rise in competition let alone making the jump to the N.F.L.

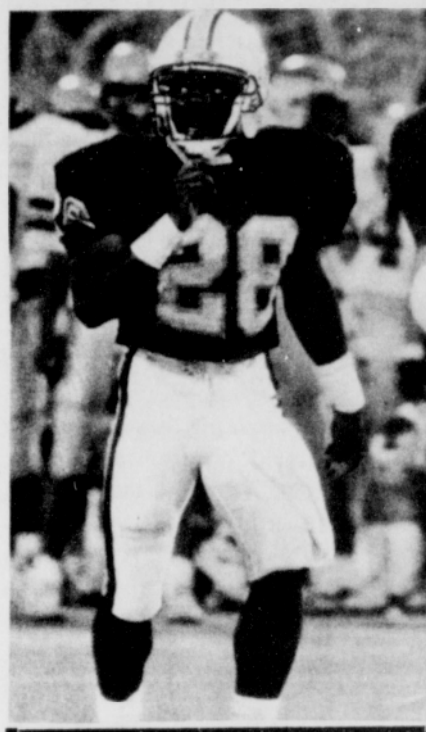
"It's hard to get noticed at this level because the competition isn't that high," said Hardeman. "There have been a lot of good players come out of PSU who couldn't make it in the N.F.L."

Since the Pokey Allen era began in 1986 PSU has produced such all-american's as Chris Crawford, Barry Naone, Tracy Eaton, Brent Napierkowski, Anthony Spears and Kevin Woolfolk. Yet only Eaton is collecting an N.F.L. pay check from the Phoenix Cardinals. The rest are finished with their careers.

"We've had some players play here who you just knew were going to go pro," said Hardeman. "Then all of the sudden you look around and they're still here at the end of their careers."

Everyone except Eaton, who Hardeman played with and still looks up too.

"Eaton was an inspiration to watch play," said Hardeman. "His making it sticks in the back of my



Hardeman has allowed only two touchdowns in his career

mind because I played beside him and against the same competition he faced."

Aside from the fact that Hardeman plays at the Division II level he has another strike against him, his height. Listed at 5'8", 175 lbs, Hardeman has the weight but stands two to four inches shorter than the N.F.L.'s average corner.

"My height has always

bothered me," says Hardeman. "I've always wished I was taller. If that turns out to be the factor which keeps me out of the pro's I'll be very disappointed."

Although his height is a concern, the N.F.L. has been known to scout players who may lack the physical stature but not the physical talent. Darryl Green and Lemuel Stinson are small corners who currently start in the N.F.L. In fact Green played at Texas A & I, a Division II school. It's no secret why Hardeman has always looked up to Green.

"When I see another small corner playing in the N.F.L. it just reassures me that I'll get a shot if I perform," said Hardeman.

So far Hardeman has had no problems performing. Teams tend to shy away from Hardeman's side of the field because his coverage skills are too good. Two touchdowns in three years will not exactly entice opponents to pass in his area. Hardeman's major asset in covering receivers is his speed. Hardeman has been timed in the forty-yard-dash at 4.47 seconds, faster than most N.F.L. corners.

Last season Hardeman was named to the all-conference team. Heading into his senior year Hardeman is being praised as the top corner in the Western Football Conference.

"I've been playing in this league now for three years," said Hardeman. "Every year my confidence has grown and I now feel like there's nothing I can't do. I almost dare opponents to throw to my side."

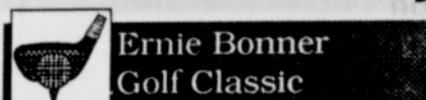
This Saturday night Hardeman will have his chance to prove his pass defense against Iowa Wesleyan. The Tigers run the "run and shoot" offense and are sure to air it out Hardeman's way. If they dare.

"They'll Just Throw My Money Around."



Did you know, when you give to United Way thousands of kids benefit? Not just through healthcare and daycare services, but in hundreds of ways. So please, give generously to United Way.

Golf Tournament to Help Chemically Dependent



De Paul Youth Treatment Center will receive proceeds from the 9th Annual Ernie Bonner Golf Classic. The Golf Tournament will take place at East Moreland Golf Club, 2425 S.E. Bybee, on Saturday, September 15. Tee times will begin at 11:00 a.m. and will continue through 12:30 p.m. An awards ceremony will follow. Fifty-five to sixty players are anticipated for this year's event.

The golf tournament was initiated by Ernie Bonner in 1981 as a fund raising event, and has continued to provide support to a variety of charities each year. This is the second year De Paul's Youth Program will benefit.

Players in the Ernie Bonner Golf

Classic will be well rewarded. There will be trophies for the lowest scoring man and woman, the highest scoring player, the lowest scoring couple, lowest scoring elected official, and many more awards. Interested players may contact Ernie Bonner at 232-9517.

De Paul Treatment Centers, Inc. is a non-profit organization which provides long-term, residential treatment for low-income adults and youth in our community who suffer addictions to alcohol and drugs. De Paul's Youth Program provides comprehensive treatment to approximately 300 adolescents each year through residential treatment, day treatment and outpatient services. Treatment at De Paul is offered exclusively to those who lack the financial resources to receive treatment elsewhere.

PUSH vs. NIKE - The Debate Continues

Minority Hiring: NO PUSH-OVER

On August 11th, Operation PUSH ambushed NIKE with a barrage of charges: not hiring enough blacks; too few blacks in management and board positions; too much overseas production; not contracting with enough black businesses. NIKE reacted by challenging PUSH's motives, citing \$6000 in advertising purchased by NIKE competitor REEBOK in PUSH's magazine. NIKE also defended its minority hiring practices and civic involvement--and promised to do more--but refused to release actual employment data.

The debate raises larger issues that affect all businesses: What responsibility do companies have to hire minorities? Do they have a GREATER duty if more of their customers are minorities? Are there different standards for companies based in areas with small minority populations? Are people who buy a company's products "investors," as PUSH labels

NIKE buyers, or merely "customers"? Do companies owe more to the community or their bottom line?

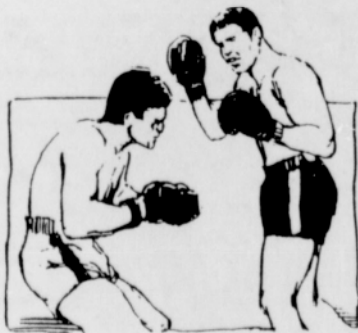
White males hold 95% of the top management jobs in the U.S., and the percent of minorities in those jobs has changed little in the last decade. Why are so few minorities in upper management positions at major companies? How do NIKE's hiring practices compare with other local companies? Is a boycott an appropriate solution to the problem of minority hiring and advancement? What do YOU think? Join host Jack Faust, PUSH director Tyrone Crider and other guests for this timely debate on Sunday, September 16th from 6-7 p.m. For seat reservations, please call Frank Mungeam, Alison Highberger or Liza McQuade at 231-4620. Guests should arrive at KATU studios (21st & NE Sandy Blvd) between 5:00-5:15 p.m. The public is welcome, but reservations are required.

CORDELL PROMOTIONS

presents
36 Rounds of

PROFESSIONAL BOXING

September 29, 1990



10 ROUNDS - LIGHTWEIGHTS

BILLY MARTINEZ

Albany, Oregon

VS.

MANUAL ARCE

Reno, NV

***** ALSO FEATURING *****

FLYWEIGHTS

KENNY CARSON

Salem, OR

VS.

LUCIANO REYES

Caldwell, ID

MIDDLEWEIGHTS

CLAYTON HIRES

Portland, OR

VS.

JERRY WARD

Reno, NV

JUNIOR WELTERWEIGHT

BLAIR DANIALS

Portland, OR

VS.

TO BE ANNOUNCED

HEAVYWEIGHT

JOHN COZAD

Salem, OR

VS.

TO BE ANNOUNCED

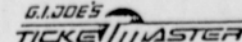
JUNIOR MIDDLEWEIGHT

MARK EMERY

Salem, OR

VS.

TO BE ANNOUNCED



ALL TICKETS SUBJECT TO AGENCY GOVERNANCE CHARGE

and Niecey's Restaurant & Lounge
5700 N.E. Martin Luther King, Jr. Blvd.

Doors Open At 6:00PM
Fights at 8:00PM

Ringside Tickets \$25.00
General Admission \$15.00

For Information Call 249-1893

PORTLAND ARMORY • 10,000 N.E. 33rd Drive (South of Marine Drive)

Fall in love with BANFF

Come and enjoy the splendour of autumn at Tunnel Mountain Chalets. Just minutes from downtown Banff, yet tranquil, serene and secluded.

Uncrowded hiking, fishing, golfing and rafting amid the dramatic colouring of fall — our most beautiful season.

- Luxurious chalet and condominium-style accommodations
- Breath-taking mountain views
- Wildlife frequently at your doorstep
- Near Banff's water slide
- Family-size units available

from only **\$41⁵⁰** per person per night

based on double occupancy. (Additional adults: \$10 extra. No charge for children under 12.) Plus applicable taxes.
*Prices in effect Sept. 18/90 - Dec. 21/90. Long weekends excluded.

Our luxury accommodation includes: wood-burning fireplaces, separate master bedrooms, private balconies, whirlpools and underground parking in some units, colour satellite tv, fully equipped kitchens including dishwashers.

Guests can enjoy our indoor swimming pool, whirlpools, saunas, steam rooms and barbecues. Storage facilities available.

CALL 1-800-661-1859 (toll free) FOR RESERVATIONS.

Information:
(403) 762-4515
or (403) 234-0422

Tunnel Mountain Chalets

P.O. Box 1137, Banff, Alberta T0L 0C0

Support our Advertisers
SAY YOU SAW IT IN

THE PORTLAND OBSERVER