

HATS OFF!

After 18 months of construction, the Oregon Convention Center is completed and almost ready to open its doors to the public.

We've got three days of activities planned: September 19-21. All-Oregon music show, a Friday night gala dinner and a Saturday night street dance and tower lighting.

Come down and see the new building and the new Metro.

Mrs. Frances Schoen-Newspaper Room
University of Oregon Library
Eugene, Oregon 97403

OREGON INVENTION CENTER
PARTY BY THE POINTS
SEPTEMBER 1990
OPENING CELEBRATION

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needs community support



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Light Rail Dedication
1:30 p.m.
at the corner of Holladay Street and Martin Luther King, Jr., Boulevard this Thursday, September 20.

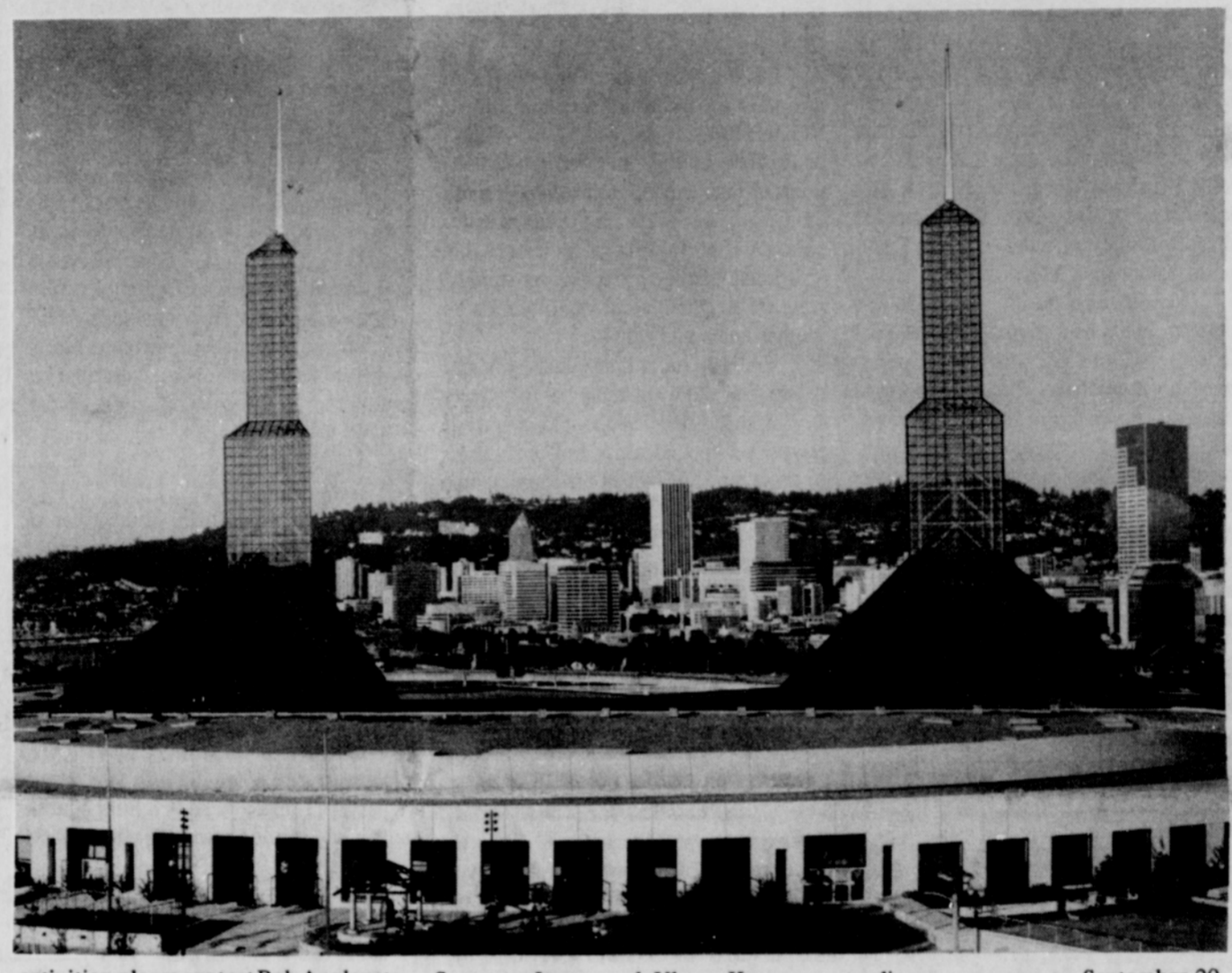
OPENING OF OREGON CONVENTION CENTER

Next week will mark a community wide celebration of pride as the new Oregon Convention Center officially opens.

One of the final events of the Opening Celebration will be a free, public Street Dance held Saturday evening, September 22nd from 7:30-11:00 p.m., in the main parking lot behind the Convention Center. Top musical entertainment is scheduled, including Tower of Power. The evening's finale will feature a "Tower Lighting Extravaganza" produced by Superior Lighting. A 20-minute spectacular light show, showing the glass of the Convention Center's twin towers in ever-changing light, will take place.

The new Oregon Convention Center will have a major economic impact on our city and state. 3,500 new full-time and part-time jobs will be created when the convention center is in operation, and it is expected that the Center will pump \$137 million into the local economy each year.

Mayor Clark took note of the fact that this is the fifth year of his administration, and the Convention Center was his first initiative. He said that accomplishing major tasks in government takes a long time. However, the Oregon Convention Center is a great addition to the Portland skyline, and certainly worth the time and effort everyone has expended. [For further information regarding Convention Center



activities, please contact Bob Applegate, Northwest Strategies, Inc.: 241-8383] INTERNATIONAL VISITS-Delegates from Portland's sister cities of

Sapporo, Japan, and Ulsan, Korea as well as officials from Taiwan's United States office in Seattle will be in Portland September 19-21. They will be attending a ceremony on September 20 to formally dedicate works of art presented to the Oregon Convention Center by their governments.

TRI-MET OFFERS FREE RIDES

Tri-Met will make it easier for some 100,000 people to enjoy this weekend's grand opening of the Oregon Convention Center by offering free MAX rides, tickets for free rides home on buses and free shuttle buses from several parking lots.

"One hundred thousand party-goers and zero parking spaces. There are some jobs you can't do without transit, and this is one of them," said Tri-met General Manager, James E Cowen. "So we want to invite the people of the region to rely on Tri-Met for this weekend's party-going."

To help people participate in the opening celebration, all rides on MAX will be free on Saturday, September 22 and Sunday, September 23. In addition, MAX will run more frequently (every 10 minutes) during the busiest part of the weekend. MAX trains stop at the new Convention Center station 168 times a day.

Tri-Met will give a free ride home to anyone who picks up a commemorative ticket from the Tri-Met booth at the Convention Center trade show. To avoid any waiting lines, Tri-Met staff will also be at bus stops and MAX stations with tickets for free rides home on all Tri-Met buses leaving the Convention Center area.

Buses serving the Coliseum, Convention Center area are: 1-Greeley, 4-SEE TRI-MET NEWS: PAGE 10

P.U.S.H.-NIKE FACE TO FACE

The town Hall show on Sunday aired by KATU, (Channel 2), featured the Nike-PUSH controversy and brought into focus (very properly) why the Beaverton based Athletic giant is in trouble with the African-American community. The company is arrogant, non-communicative, and has little or no understanding of Black economics.

PUSH (People United To Save Humanity) has entered Portland to push the boycott of Nike products after unsuccessful attempts to get Nike to the negotiating table. Nike claims it has refused to negotiate because PUSH has yet to respond to a questionnaire pertaining to source of income, corporate structure and fiscal accountability.

PUSH states that it has called for the national boycott because Nike refuses to promote Blacks, employ more Blacks, or invite Blacks to serve on its Board of Directors.

On Sunday's show, Liz Dolan, Nike's spokesperson stated that it is unrealistic to expect Nike to bring in Blacks at top level management and expect them to manage lower echelon employees. Such a statement by Nike management lends credence to recent charges of insensitivity, ignorance, and arrogance, in regards to race. Such a statement simply implies that Nike does not believe Blacks are qualified to enter a new environment and successfully manage a department. Either that or Black employees at Nike are "dead ended" with no hope for advancement. It is inconceivable that a major corporation which at it's most recent stock holders meeting announced sales were up from \$270 million in 1980 to \$2.24 billion in 1990. Certainly, with that much profit a management training program which would include Blacks could have been put into place long ago.

In defense of the charges leveled by PUSH, Nike singles out well known superstars like Michael Jordan, Bo Jackson, David Robinson, playwright/producer Spike Lee, and Georgetown coach John Thompson as their highest paid employees. They also point to their philanthropic contributions to various Black organizations such as the Northeast Community Development Corporation (NECDC), House of Umoja, and others. But, when a company announces sales of \$2.24 billion in 1990, investing approximately \$10 million among blacks is a mere pittance. This is especially true when blacks accounted for over \$350 million of the \$2.24 billion in sales. So while we are quite sure that Michael, Spike, David, Bo, and John appreciate the millions they are getting, another wise investment would be to hire, promote and train Blacks for management level positions. Nike would also be advised to initiate a more positive public relations campaign within the Black community.

Ms. Dolan also wrongfully stated that Nike advertises in the Black media. Apparently she is referring to the Black media in other parts of the world, for after two days of contact with Black media outlets around the country, I have yet to find one that has received advertising support from Nike. Factually speaking, it is impossible to get a returned phone call from Nike public relations or any one in management. This is a problem that has been on going for more than two years as far as this publication is concerned.

Another issue that has surfaced since PUSH came to town is the division among some of the Black leadership in Portland. When the Boycott was first announced, some of the local Black organizations at first refused to endorse the move. Only after pressure from the

community, and witnessing endorsements from national chapters did they give lukewarm support. One local leader gave Nike a "C" grade. This is confusing when it comes from an organization that is supposed to champion equal opportunities for all. Even more puzzling is the strange silence of local elected Black officials. Perhaps they fail to realize that the Black agenda for the '90's" closely borders that of the '80's"-this time with more aggressive leadership.

We have yet to speak to a Black who is of the opinion that Nike is a "racist" corporation. But, the vast majority does feel that the organization, because of its high success, has given little thought to the Black community's desire for a return on its' investment.

Footnote: After several weeks Nike Public Relations Director, Liz Dolan returned a phone call at 4:00 pm September 18 (Tuesday). Extremely apologetic, Ms. Dolan stated that already underway was Nike's commitment to invest in American State Bank on Martin Luther King, Jr. Blvd. in Northeast Portland. Ms. Dolan claims the announcement to the press by Nike headquarters, that the money was already on deposit was premature. According to Ms. Dolan, the decision to invest was made by Nike officials last week, but before American State Bank was notified, or the Fiscal Department could work out arrangements, the information was leaked to the Press. The proposed investment would establish an account for the Nike outlet on MLK Jr. Blvd. Dolan also indicated that Nike would increase its minority advertising to coincide with the opening of its newest outlet store in downtown Portland. The stores' opening is scheduled for mid-November.

Business Profile Christopher Guinn III, Studio 14 Hair Salon



Christopher Guinn
BY: ULLYSSES TUCKER, JR.

Photo by Ulysses Tucker, Jr.

The name Christopher Guinn III has a royal or sophisticated sound to it. Perhaps a polo player from England? The first cousin of Prince Charles? No. Christopher Guinn III just so happens to be one of the best male stylists in the Portland metropolitan area. Some of his clients include several Portland Trailblazers and new Urban League president Dr. Darryl Tukufu. He is creative, considers himself an artist, and Guinn loves his work. He is twenty-five years old.

A 1983 graduate of Madison High School, Guinn started cutting hair as a teenager and eventually moved on to Cosmopolitan Careers, where he finished in 1986. He then received the opportunity to study under noted stylist Veronica Hill of Waves Hair Design. At Waves, Guinn perfected his skills and built a solid client base. Now, Guinn

is on his own at Studio 14 in Northeast Portland. Business is great. He can no longer handle the walk-in traffic and appointments are a must. Guinn and his future wife, LaTrice reside in Northeast Portland. They have three children (Richard, 6; Krystal, 2; and Tuilour, 1). The business profile caught up with him recently.

Portland Observer-How does an individual grow up wanting to be a stylist?

Guinn-"I don't know exactly what makes a person desire a career as a stylist, but I know what made me want to. I've always had an interest in hair. As a young kid, I use to cut hair in the neighborhood and for most of my friends. I never thought about it as a career until much later on. I realized that I enjoyed standing behind people and cutting their hair. After being urged by my family SEE GUINN : PAGE 11