

This is for Parents who Never Belonged to a Bicycle Club or Went on Moonlight Excursions

by Professor McKinley Burt

This year I've noticed some increase in parent sponsorship of activities for minority youth in our community; much, much more is needed. We must move beyond spasmodic, knee-jerk responses to immediate threatening circumstances such as frightening surges in gang activity, and begin to implement structured, well-planned programs on an ongoing basis.

To this end, I suggest using some variation of the following models, one that I have put forward here before. They are old, tried and true, but comprise a format that particularly fits our needs in Northeast Portland. Though they exactly match the contemporary requirement for successful role models and peer groups, I regret to say that I only had response from "white parents" who had me speak to several gatherings held just for the purpose of exploring the possibilities (they implemented several of the programs). There must be something I am not doing right, for the exact same thing happened when I wrote of well-paying "Youth Business Activity" which could be implemented

here.

First, let me again cite the basic structure of the "Neighborhood Bicycle Clubs" of my youth, and earlier (it does not have to be "bicycles"; the white parents implemented "moped clubs" and kite-flying competitions). We eight-graders and high-schoolers, under the tutelage of older brothers and sisters, carried forward from generation to generation the tradition of kid initiated and controlled organizations which sponsored "ghetto-wide" inter-district races as well as "fanciest-model" contests. Financial activities were developed to expedite the purchase of prizes and plaques. We kids collected newspapers, scrap metal bottles and rags. Bicycle dealers and neighborhood merchants were persuaded to lend their support.

The second part of my "Activities for Youth" presentation cited the "Moonlight River Boat Excursions" sponsored each year by the junior and senior high school students. These were four-hour (9 p.m. to 1 a.m.) trips down the Mississippi on a "Streckfus Line" stem wheeler; "Dance the moonlit hours away and romance to the melodic strains of the

"St. Louis Crackerjack's Jazz Band." Almost weekly excursions were made during the summer school vacation, with three or four parents on board to mointor the activities (it seemed, though, that there would be a thousand waiting at the dock for their daughters' return).

Again, we have an example of a youth organized and controlled social activity that incorporates tradition (began in 1905) and a generation-to-generation continuity providing role models and community-wide cooperative efforts. The actual contracts with the Streckfus Lines were signed by parents, but the kids handled all other matters from advertising to screening participants and providing security. Accurate books were kept and there was always equitable distribution of any surplus--or more often, reserves were maintained to cover increased rental fees or insurance fees.

I wonder if we are going to see the African American community to move in this direction, or is it to be again that the "other folks" will take the ball and run? Let me hear from you!

Clarence Larkins, Sr. Travel Consultant

BY: ULLYSSES TUCKER, JR.

After spending fifteen years with Delta Airlines in Customer Service, Clarence Larkins decided that he needed a change of pace careerwise and stability in his life. Corporate relocation is a fact of life with major airlines and to put it frankly, Larkins was tired of accumulating addresses or zip codes. He has lived in SFO, LAX, PSP, and SAN. Confused: That's San Francisco, Los Angeles, Palm Springs, and San Diego in non-industry language. A father of two children (Clarence Jr., 17, and Angel, 1), Larkins wanted to spend more time with them during their developmental years and establish himself in Portland, his hometown. When Delta Airlines asked Larkins to move to ATL (Atlanta), Larkins then decided that it was time to make a change. He left Delta Airlines and eventually graduated this past June.

As a Travel Consultant, Larkins has more freedom, time to spend with his children, and control of his address. A 1970 graduate of Washington High School, Larkins spent three (71-74) years at Portland State University before joining Delta Airlines. He is thirty-eight years old.

Portland Observer-What is a Travel Consultant?

Larkins- "I represent a travel agency and my basic responsibility is to procure new business. From a client perspective, my job is to get them the best routes, fares, or services to enhance their trip. I can accomplish this objective by seeking information with all airlines and companies offering travel related services. I use everyone to get the best service for my clients."

Portland Observer-Shouldn't Travel Agencies do that anyway?

Larkins- "As a rule, they all do that, but sometimes they favor one airline. It all depends on the travel agent. If they are dealing with a source from a certain airline, some agencies tend to be biased and direct business that way. It could be because of bonus points or any number of things. I'm not trying to help the airlines out, my job is to aid the client or customer."

Portland Observer-Are you suggesting that consumers "competitive shop" since travel agencies might not



Clarence Larkins

Photo by Ulysses Tucker, Jr.

have their best interest at heart?

Larkins- "That's exactly what I'm saying. When you go to the store to buy food, do you always go to the same place or do you shop around for the best prices? People have a tendency to get locked in the same patterns or habits when they should be looking for good deals. When it comes to deals related to travel, people should read the newspaper, pick up a book, shop agencies, and other publications. Most of the time people will find good deals. It's very important to shop."

Portland Observer-How did you become a Travel Consultant?

Larkins- "I started working with the airlines 15 years ago and suddenly I realized that I wanted to move into another area. I needed a change from Customer Service. I wanted to learn more about the travel agency side of the industry. So, I enrolled at Western Business College. After graduation, I was in the market for a situation and Premier Travel contacted Western Business College looking for someone with experience. It was fate or a blessing because they got what they were looking for and I secured the position I wanted. It has worked out very well so far."

Portland Observer-What did the Delta Airlines experience teach you?

Larkins- "It taught me the language

of the travel industry and that's very important. Things like airline codes and routing. I also learned how to provide the best possible service for the customer, and how to be an excellent representative for my client."

Portland Observer-What was the revelation that led you from Delta Airlines to Western Business College?

Larkins- "After 15 years with them, I didn't see a future for me. I realized that I wanted to do something for myself and not be tied up with a big corporation like Delta. I decided on school to learn the tourism part of the industry and travel. Though I worked for a major airline, I didn't know anything about tourism."

Portland Observer-Specifically, what services do you offer?

Larkins- "I can provide corporate travel services, accounting services for our clients, group packages, cruises, weekend getaways, and much more. I can make hotel arrangements, rental cars, and tours of the city you plan to visit. You name it, as far as travel is concerned, and I can do it."

Larkins suggests that a person has a good business background, good people skills, and enjoy public contact if they plan a career in his area of specialty

Clarence Larkins can be contacted at Premier Travel. See ad below.

Nike Releases Minority Employment Information

BEAVERTON, ORE., September 14, 1990...NIKE, INC today released a detailed breakout of their minority employees by race and job classification. That report is similar to those filed with the Equal Employment Opportunity Commission.

Nike's domestic workforce of 3703 is 14.9% minority. Black employees account for 7.1%, Hispanic employees for 2.5%, Asian employees for 4.8% and American Indian employees for .48%. The workforce in the Portland, Oregon area, where most of Nike's employees are based, is estimated at 7% minority.

Nike also reported that 51% of the domestic workforce is female.

Since January of this year, Nike has hired more than 1039 new domestic employees. Of those, 21% have been minority.

Nike has previously announced affirmative action goals that include naming a minority to the Board of Directors within one year, increasing minority department heads by 10% within one year and naming a minority Vice President with two years.

"Our affirmative action record is good and our future plans are very aggressive," said Nike's President Richard K. Donahue. "We want all minorities to be well represented at every level of this company. Hispanics, Asians, Native Americans, and African Americans are part of this organization now and will be an even bigger part as we continue to grow and prosper as we have during the last two years."

NIKE released the figures at the request of representatives from the media who are covering the Operation PUSH controversy. "PUSH has said they have the interests of the African-American community in mind, which is fine for as far as it goes", said Donahue. "NIKE, however, is a multi-national company that is interested in a multi-racial workforce. For that reason, we care as much about other minority groups and women as we do about African-Americans. Our interests, simply, are broader than PUSH's."

Business Profile:Guinn

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and several friends, I decided to go ahead with the expansion of my dream. Primarily, I specialized in barber cutting (regular hair cuts) so it was imperative that I learn male and female hair. Even the textures of the different ethnic groups was something that I had to learn. If you're in the hair business, a person must learn it in its entirety.

Portland Observer-How does a person develop a fascination for hair?

Guinn- "I think it's natural for me. I'm a second generation barber. My dad (Christopher, Jr.) was a barber and he still has his license also. I remember watching him cutting my hair, my cousins, and friends hair too. That might have something to do with it. I just recently realized that. My Mom (Ophelia) was never a licensed stylist, but she always did her own hair. I get off into the art of hair. I'm an artist first and a stylist second."

Portland Observer-What's a good stylist?

Guinn- "A good stylist is someone who is an artist. They should see the hair or something that will make a person look good before doing it. They should have ideas for the style of hair and attracted to fashion in general. A good stylist is also able to relate to people and a good listener."

Portland Observer-What advice do you offer someone who has career aspirations to be a stylist?

Guinn- "I see a lot of young men and women on an amateur level consis-

tently that are real good. I tell them to stick with it and analyze if that's what they really want to do. If that's what they want to pursue, then I say go to school because that's where you will really get a true test. It's an expensive test to take only to find out that you don't want a career in hair. If you like hair, you should go to school and get technical training."

Portland Observer-From a technical perspective, how difficult or easy it is to do hair?

Guinn- "It can be both easy and difficult. When I first started out, I dealt with mostly one texture of hair and that became very easy to me. One texture meaning black hair, primarily black men. I learned in school that there are many, many textures of hair. Quite frankly, I was afraid the first time I had to cut a Caucasians hair. I didn't know how it would feel or what to do with it, but after you've learned textures of hair and how various grades of hair act, it becomes easy. Now, I can honestly say that all textures of hair are very easy."

Portland Observer-Without question, it has to be adjusting to each client and dealing with personalities. One person might want one thing and the other might desire something totally different. The ability to switch and adjust is very important in this business. Many times, what they say they want and what they mean is totally different. You definitely have to stay a couple of steps ahead of the client and on their heads"

Portland Observer-Has anyone ever walked in with a magazine and suggested that you do what is on the cover or

page?

Guinn- "Almost everyday! In almost every case, the person doesn't have the head or the hair for the style. I let them know that I'm a beautician not a magician. My comb is not a magic wand, but I do the best I can with what I have to work with. What people really want is not what they see in the magazine, they just want something nice or stylish for themselves."

Portland Observer-What made you branch out on your own?

Guinn- "I worked at Waves for two and a half years it was a wonderful place to work and learn the business. Veronica (Hill) is one of the best at what she does. She's my mentor. Waves is a really big salon and I wanted to be in a situation where I was a little more independent."

Portland Observer-How important is credibility in your business?

guinn- "Credibility is very important if you want to survive. I have good credibility. I can't say all of them, but a very large portion of my clients came with me to Studio 14 and hopefully, they will stay with me unless I move to Brazil or something. If I continue to do a good job, people will always come back."

Portland Observer-What can people expect from you when they sit down in your chair?

Guinn- "They should expect the best service possible and look the best that they can possibly look. Everytime will be like the first time."

Guinn is located at 1410 Northeast Broadway, Portland 97212. (503) 287-2557.

FOOD STAMP BENEFITS SLATED FOR SEASONAL INCREASE

Food stamp benefits will increase in October for Oregon recipients as partial compensation for the seasonal rise in heating costs brought on by the cold weather of fall and winter. The annual increase runs through March.

The fall/winter food stamp formula allows claimants to deduct more of their household income for heating costs. That raises their eligibility for the coupons. Accordingly, most households will receive more in food stamp benefits than they do in warmer months.

Food stamps are funded through the U.S. Department of Agriculture and administered in Oregon by the Adult and Family Services Division of the Department of Human Resources. Some 95,000 households receive monthly food stamp benefits in the state. Each year, the value of the stamps totals approximately \$160 million in Oregon.

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FREE POSTAGE NOW AVAILABLE TO TROOPS IN OPERATION DESERT SHIELD

According to Bob Groff, spokesman for the Portland Division of the U.S. Postal Service, it was announced recently that troops deployed in Operation Desert Shield can mail correspondence home, free of postage.

Postmaster General Anthony M. Frank, who was testifying before the House Post Office and Civil Service Subcommittee on Postal Personnel and Modernization, noted that legislation to implement the free mailing privilege was inserted in the Treasury, Postal Service Appropriations bill passed by the Senate



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men and women. We'll take all the letters they give us."

The free postage covers letters and audio cassettes, but not other parcels. By placing their name, military grade, and complete military address in the upper left-hand corner of the mailing envelope and by writing the word "Free" in the upper right-hand corner, the troops can send their letters home without stamps. Groff adds that, "free postage only applies to mail sent by Operation Desert Shield troops to the United States."