



P E R S P E C T I V E S

By Professor McKinley Burt

**It's In the Book, Believe Me!**

I don't know if I personally "shamed" William Raspberry, the black Washington Post columnist who several weeks ago put down the celebration of African roots by many African Americans--but certainly a number of our readers have made a good faith effort to do just that. A number have either forwarded copies of the response I gave last week to the Washington Post, or have mailed their own expressions of outrage.

When I wrote, "the same knowledge [of Black contributions] has been proven to greatly enhance a positive perception of African Americans by the dominant racial group", a current instance immediately occurred to me. Recently, I have written of having taken advantage of that nationwide trend of a growing partnership between Education and Business. Specifically, I made earlier reference to a Beaverton Computer Facility that was aiding me in assembling my Education Delivery System of Curriculum and Motivation, and my Research in African and African American Technology and Culture--until I could once again open community-based offices (soon after the first of the year).

What I did not mention was that the founder of this successful business is one of the "kids" who participated in my prizewinning Computer/Communications Demonstration held at the Dalles, Oregon Junior High School in 1967--twenty three long and eventful years ago. This young white youth obviously was highly motivated by the presentation, such that when I encountered him in later years at Portland State University, he reminded me of the "mind boggling" revelation I had made--that the "Africans developed the Binary Mathematics used by today's computers."

He remarked of great difficulty in gaining credibility when disseminating this information until reference was made to such accepted documentation as the "Rhind Papyrus" and similar ancient documents. An interesting spinoff has proceeded from my answer to William Raspberry's article, where I cited "Gale's Encyclopedia of Associations" as a source for lists of thousands of organizations--hundreds formed just for the purpose of researching and celebrating European roots. Many readers found much, much

more of use in this huge directory of American organizations found in the reference section of the main public library. It has been said that "Americans are the most 'joining' people in the world." This book will convince you.

First, there are broad categories with many subheadings and appropriate crossreferences. There are generic grouping from forestry and agriculture to fisheries and game farms or wildlife groups, manufacturers and distributors to retailers and mail order associations, fraternal organizations to professional groups of physicians, psychiatrists, lawyers and sociologists to educators, conventioners and chamber of commerce--and many ethnic groups other than European.

The "Trade Association" listings were the major reason for citing this book to my business students at Portland State University. From the retail and wholesale groups to association of "Grey Iron Foundries" or Fast Food Franchisers, I pointed out that these groups were a primary source of priceless information on operations, sales and marketing techniques, equipment, suppliers, accounting procedures, financing and relevant statistics. Information that could not otherwise be obtained except by hands-on experience or by plowing through scores of textbooks, manuals and brochures--if at all.

**PORTLAND CHAMBER OF COMMERCE**

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And deserving our immediate attention in this respect is the fact that a visit to any of the institutions named will find a greatly disproportionate number of the African American students enrolled in the "soft courses" rather than the highly viable (employable) field in science and technology. This observation, of course, brings us back to square one. Once again we are brought squarely up against the issue of securing and maintaining local SCHOOLS OF EXCELLENCE. Even given the special programs like MESA and Saturday Academy, there is found in most a disheartening number of black students--while Asian and other parent- and tradition-driven minorities beat down the doors to participate.

I'd like to believe once again I've made a good case for forming a progressive, competent and committed parents' organization which would be quite serious about intervening in a precarious situation. It is quite obvious that no one is going to do many of the needed tasks for us--not school administration, not government, not heaven. So it is we ourselves who are going to have to marshal resources, lease facilities, employ staff, utilize computers for relevant information retrieval and delivery, and otherwise get the job done. I don't see ANY OTHER ALTERNATIVE!

**What:** Portland Chamber Business Forum

**When:** October 9, 1990, 7:30 to 8:45 a.m.

**Where:** Red Lion Hotels & Inns/Lloyd Center, 1000 N.E. Multnomah, Holladay and Broadway Rooms.

**Who:** Dr. Robert D. Barr, Dean, College of Education, Oregon State University.

**Topic:** "The Future Isn't What it Used to Be!"

**Special Feature:** Presentation of the second annual Portland Chamber Teacher/Program Recognition Awards.

**Cost:** Series package tickets (7 meetings) \$95 Portland Chamber members, \$112 non-members Single tickets, \$15 Portland Chamber members, \$18 non-members. Corporate tables (10 seats) \$140, half-table (5 seats) \$70

**Registration:** Deadline is October 4. Contact Special Events at 228-9411.

**Media:** All media representatives are welcome. Photo opportunities available.

**OSU EDUCATION DEAN FEATURED FORUM SPEAKER**

Dramatic changes in technology, science and manufacturing continue to transform our lives. In many industries, these changes can happen overnight. Keeping up with the fast-paced and often startling developments has placed new demands on business and industry.

Featured speaker at the October 9 Portland Chamber Business Forum is Dr. Robert D. Barr, dean, College of Education, Oregon State University. The breakfast meeting is at the Red Lion Hotel/Lloyd Center, 1000 N.E. Multnomah Street, from 7:30 to 8:45 a.m.

Dr. Barr will examine the impact of the changes on our daily lives--our jobs, our businesses, our governments and our families. His topic, "The Future Isn't What it Used to Be!" provides insight on coping with these extraordinary changes.

A special feature at the meeting is presentation of the Portland Chamber Teacher/Program Recognition Awards. Recipients from two- and four-year colleges are honored for their outstanding contribution to adult students and Portland business and industry.

This year, the Portland Chamber education Committee received 16 nominations. Four winners have been selected (two teachers and two programs) with one honorable mention. These programs are shining examples of what Oregon's colleges and universities have to offer students and the business community.

Series packages are available for seven meetings. Avoid registration hassle, receive a discount over individual ticket prices and a free pass to Business After Hours, a popular Chamber bi-monthly trade show. Series tickets are \$95 for Portland Chamber members and \$112 for non-members. Individual tickets are \$15 for Chamber members and \$18 for non-members. For large groups, \$140 corporate tables of 10 seats guarantee your party will be seated together. Half tables of five seats are also available for \$70.

Registration deadline is October 4. To make your reservations or for more information, call Portland Chamber Special Events at 228-9411.

**PORTLAND OBSERVER**  
"The Eyes and Ears of the Community"  
Office: (503) 288-0033  
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**LOANED EXECUTIVES HELP UNITED WAY**

With a goal of raising \$19.5 million, more than 70 people from the metro area are serving as loaned executives during United Way of the Columbia-Willamette's 1990 campaign.

After a week of training in late August, the following members of the Black community are working closely with company campaign chairmen to coordinate successful fund-raising drives:

Harvey Lee Garnett, Tri-Met Transit District

Alfred W. Jones Jr., Internal Revenue Service

Local businesses loan these individuals to United Way while continuing to pay their salaries and expenses, allowing the organization to send 87 cents of each contributed dollar directly to its agencies. These volunteers work with employees from industry, government and education in Clackamas, Multnomah and Washington counties in Oregon and Clark County in Washington.

"Our fund-raising efforts require assistance from thousands of people in this community. Key role players include a group of about 70 people on loan to United Way from community-minded



Harvey Lee Garnett

Alfred W. Jones

employers," said 1990 Campaign Chairman Bruce Willison, chairman of the board for First Interstate Bank of Oregon. "These men and women form the core of a team that will enable us to achieve our goal."

Loaned executives will raise more than 60 percent of the money United

Way distributes to nearly 200 agency programs in the four-county area. These agencies provide such services as child care, drug and alcohol treatment, medical care, help for victims of family violence, and personal development programs.

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The Black Press believes that America can best lead the world away from social and national antagonisms when it accords to every person, regardless of race, color, or creed, full human and legal rights. Hating no person, fearing no person, the Black Press strives to help every person in the firm belief that all are hurt as long as anyone is held back.

**Correction**

Last week, in the business profile of Christopher Guinn III's Studio 14



Christopher Guinn III

Salon, the Observer inadvertently listed the address as 1410 Northeast Broadway. The correct address and phone number should be:

1405 Northeast Broadway,  
Portland, OR 97212  
(503) 287-2557

We apologize for any inconvenience this may have caused Christopher Guinn III, Studio 14 Hair Salon, or our readers.

If you notice any errors in the Portland Observer, please do not hesitate to write us at 4747 N.E. Martin Luther King, Jr. Blvd., Portland, Oregon 97208 or fax it at 288-0015.

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