

## Welfare

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People entering the welfare reform program will first get assessed to determine what makes it difficult for them to get or keep a job. Working with the "partner" agencies in the program, those needs will be addressed through educational programs, training in skills and attitudes of the workplace, "life skills" training and help in actually finding a job.

Welfare reform in Oregon is a cooperative effort between the Oregon Adult and Family Services Division, Economic Development Department, Employment Division, Department of Education and Office of Community College Services. Adult and Family Services and Employment are divisions of the Department of Human Resources.

Minnich pointed out: "We have formed partnerships in Oregon for both the planning and implementation of welfare reform which we believe are unique in the nation. Our state has once again shown its progressive stance in welfare-to-work efforts."

The cooperation between different agencies is also noteworthy, Minnich stated, in that it recognizes the problems of welfare cannot be solved merely by changing the welfare system. Helping people overcome welfare dependency requires the combined efforts of education and employment agencies as well.

Welfare reform is a locally-based program, with planners in 15 "local service districts" across the state designing the character of welfare reform for each area. The program can therefore reflect local resources and needs.

In addition to the education and training portions of the program, welfare reform makes other changes in the welfare system to help recipients become financially independent. Clients can remain eligible for Medicaid for as long as 12 months after they leave welfare instead of four months, as had been the case. And they are guaranteed spots in the state's day care subsidy program for a year.

Since receiving child support can make the difference between self-sufficiency and public assistance, welfare reform places added emphasis on obtaining child support payments for clients. The federal government will begin paying most of the cost of genetic testing to determine paternity, and the state is stepping up its efforts to enforce court orders against absent parents. Welfare reform is expected to cost \$56 million for the remainder of the biennium, with approximately \$24.7 million coming from the state and the balance from the federal government.

## NEW CONVENTION-TOURISM NETWORK TO INCLUDE MINORITY INTEREST

It's called the Oregon Convention and Visitor Services Network, a newly created entity has announced their intention to include active solicitation of minority organizations to consider Portland and Oregon as a site for their regional and national conventions.

Portland businessman, Roy Jay, founder and president of the new operation said that the Pacific Northwest is thriving on convention and tourism for which Portland and Oregon should take an aggressive position to include minority associations as potential business for the economy.

Working in tandem with the Oregon Convention and Visitor Services Network is the newly created subsidiary, Portland Oregon Convention Bureau, currently comprised of minorities who share an interest in the potential economic windfall and business opportunities in the greater Portland area.

Jay said that the formation of these two operations was a result of a need which has not been seriously considered or acted upon by current local organiza-

## Training

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principals from a dozen western states and territories.

For those readers who may not be too familiar with the organization sponsoring this training session we provide the following overview. Founded in 1966 The Northwest Regional Educational Laboratory is one of the Pacific Northwest's most unique and effective educational institutions. First we have their position statement and next is given a description of the operational parameters of the division in charge of the Jantzen Beach training sessions.

Cultural Understanding and Equity-Situated on the Pacific Rim, the NWREL region contains perhaps the richest blend of cultural and ethnic groups in the world, many emerging cultural groups have unique needs for both achieving full economic participation and maintaining their sense of cultural identity. NWREL focuses on creating understanding in the community, as well as the capacity of educational institutions, for providing appropriate and high quality educational opportunities and experiences for all students. particularly important is assistance in building capacity to conduct and use research and development in the Pacific region.

Center for National Origin, Race, and Sex Equity

TRAINING AND TECHNICAL ASSISTANCE THROUGHOUT THE NORTHWEST AND PACIFIC HELP SCHOOLS ACHIEVE EDUCATIONAL EQUITY

The Center for National Origin, Race, and Sex Equity, now operated by NWREL to serve the Northwest, Alaska and the Pacific, combines nine separate desegregation assistance centers which provide training and technical assistance to schools in these geographic areas. The Center assists schools in planning and development to increase students' opportunities to receive an equal, equitable education.

National Origin Equity-Assistance is designed to help schools in serving students of limited English proficiency.

From our observations the objectives cited by Dr. Simon-McWilliams were achieved: "By the end of the conference, you will have begun to develop a plan for improving education in your school or district-We hope the next few days will renew your commitment to equitable and excellent education for all students."

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buy the rationale that few blacks have the qualifications and training for upper level positions. "Not everyone is uneducated or untrained," he said.

Another factor is a general negative attitude toward blacks. "Something is wrong with our society," Cleo stated. "It doesn't matter if you're a slouch or you're efficient, you're going to have a problem because of the color of your skin. We're facing very serious times and I don't see things getting better in the near future," he continued. "If things don't change there won't be such a thing as black businesses. It's going to take an upswell to turn things around."

Another concern Cleo sees is the need for the average person to understand computer technology. More control and regulation, including personal financial information, is being turned over to computers. This allows access to our personal records by more and more people, which can be dangerous. "Black people need to understand the importance of technology. Kids say they get all they need to know in the streets and I say what about technology? You can't hide from computers," said Cleo.

His vision of the future of North/Northeast Portland would include "a fair balance of black-owned businesses and a fair shake for entrepreneurs who are black and for blacks who work for white companies."

Although he recognizes the need for blacks to support black-owned businesses, he cites the recent U.S. Department of Commerce statistics which show that approximately 30% of the black population is living in poverty, with no disposable income. "We need to see more economic, political and social development," said Cleo. "It takes all three."

His advice to young people interested in entering the field of computers is to take math, science, and electronics and to study hard, and "to persist when faced with discrimination in school or business-you can't give up even though it's difficult."

Even with all the frustrations and difficulties, Cleo doesn't intend to give up being the owner of a small business. "It's very challenging, but I'm very ca-

## Cleo

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pable. My customers are very happy with my service. They know I'll take care of their problems in a fast and efficient manner. Most of my new business is word of mouth from satisfied clients. I enjoy it. My only regret is that I didn't go into business for myself sooner."

Cleo Franklin offers full service to computer owners and potential buyers including sales, maintenance, networking, repair, installation and interfacing. The telephone number is 284-5247.

## HAROLD REYNOLDS SAYS SUCCESSFUL BLACKS HAVE OBLIGATION TO HELP INNER-CITY YOUNGSTERS

Blacks who have escaped the ghetto to become successful businessmen have an obligation to give something back to the inner-city children, according to Harold Reynolds, the all-star second baseman for the Seattle Mariners.

"Too often, the only people openly courting these kids are gang leaders and drug dealers," Reynolds told a reporter who interviewed him for PARADE magazine. "It's the gang leaders that kiss these children on the cheek and tell them they love them. Sometimes they're the only ones showing our children they care."

Reynolds, who joined forces with Wane Perryman, founder of Role Models Unlimited, is doing what he can to help. In January, he sponsored a banquet for 1000 successful black businessmen in conjunction with Role Models. "I don't want your money, I want your time," he told them. "Our kids are shooting each other over Air Jordan sneakers, and your writing a check isn't going to stop them."

Recalling that 90 percent of the black athletes he has known were raised by their mothers, Reynolds said, "I was called a racist and a sexist because I invited only black men to the banquet. But I'm not saying women can't be role models. I'm saying they already are."

Last spring, Reynolds bought 2000 tickets to the Mariners' 1990 opening game and donated them to Role Models. In the course of the season, he has donated more than 8000 tickets to Role Models and other groups.

"My oldest brother, Don, played for the San Diego Padres when Dave Winfield was there," Reynolds explained. "I went to visit one summer when I was still in high school. I saw a sign in the stands that read the 'Winfield Pavilion.' I was told that Dave bought a section of seats every season and gave the tickets to kids who couldn't afford them."



And more often than not, it's the white fathers that are coaching the kids' teams. Black men have to get involved. They need a better understanding of the word 'commitment.' These are their children too."

"That was the moment I knew what I wanted to do with my life. I always knew I'd play in the majors, but that's when I realized it would only be a means to an end. Now I'm able to reach out, the same way Dave Winfield reached me."

# How to make your largest clients feel like your only client.




You helped their business grow. Word got out that you are one of the best; you got busier, and you thought everyone was happy.

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