



# BUSINESS

## SBA launches WNET program

The Small Business Administration will expand a national mentorship program for women in business into Oregon during 1991. The Women's Network for Entrepreneurial Training (WNET) will be launched in Portland in December 1990 with the active support of many others, said Inge McNeese, Representative for the Women Business Owner programs at the SBA Portland District Office.

The WNET program was created to link successful women business owners with women entrepreneurs in the early years of business development. SBA wants to build on the strength of seasoned entrepreneurs and offer women business owners the wisdom and encouragement of role models. In a year-long, informal exchange, WNET mentors and women entrepreneurs are linked for mutual support and learning. There is no fee for participating in the WNET program.

Women in business who have founded their own firms are eligible. Mentors

should have five years and proteges at least one year experience as business owners.

The mentorship program is a cooperative effort between SBA and other organizations. Eight groups have already signed on as sponsors and others are expected to follow, said McNeese. Joining with SBA in the WNET program: The Oregon Federation of Business and Professional Women, the Institute for Managerial and Professional Women, the Oregon Chapter of Women Construction Owners & Executives, U.S.A., the Oregon Association of Minority Enterprises, Women Entrepreneurs of Oregon, Washington County, the PSU Business Association, Women's Yellow Pages and the Service Core of Retired Executives, Portland Chapter.

Women business owners who are interested in the mentorship program and would like to apply should contact Inge McNeese at the SBA Portland Office, (503) 326-5202.

## OAME To Announce New HQS Site

The Oregon Association of Minority Entrepreneurs will formally announce its receipt of the property at 1130 NE Alberta at the site for its headquarters on November 16, 1990. OAME will also kick-off a Capital Campaign for remodeling and additions to the existing structure. The property has been donated by US West Communications in cooperation with the Portland Development Commission. This is an Oregon first.

A Capital Campaign Chair has been selected, Mr. Carl Talton, from Pacific Power & Light. A News Conference will be held on Friday, November 16, 1990, at the new location, 1130 NE Alberta, at 12:00 noon.

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## Business profile: Waves Hair Design

BY: CYNTHIA BROWN

Family is the key to the success of Waves Hair Design, 1926 N.E. Sandy Blvd., owned and operated by Veronica and Clarice Banks. The sisters started their business ten years ago at the original location on N.E. 15th and Broadway. Since then they've moved three times, expanding their space each time and expanding to include their brother Joe as a stylist and, most recently, Veronica's daughter Tiffany as a manicurist.

"Being in business as a family can cause problems. But it's also a strength," said Veronica. "Things that might close another business you're forced to work out if you're a family. But being family doesn't get anyone out of anything, either."

Both Clarice and Veronica credit their parents for their success. "We get strong support from our mother and father. When things get shakey they call a family meeting and we resolve it. Our father wouldn't let us go out of business," commented Veronica.

The sisters arrived at the decision to be self-employed by different routes. Veronica always had an innate ability to work with hair and taught herself many of the techniques. "I was always doing everyone's hair—I just went to (beauty) school to get licensed," she said. After graduating she worked for Penny's and the Hair Barn and eventually started a salon with another sister, Teresa. When Teresa moved to Denver Clarice stepped in.

"I always knew I wouldn't punch a time clock or sit at a desk," said Clarice. "I'm very creative and in my own business I can make my ideas a reality."

Each sister contributes different strengths to the partnership. Veronica has a more laid-back approach. "I go home and go to sleep and let tomorrow take care of itself. Clarice is a worrier."

"I'd say I'm, more aggressive in business," concurred Clarice. "And I don't like anyone telling me what to do."

They also credit their success to their commitment to continuing their education. Theirs was the first salon in Portland to offer curl relaxers and many other styling practices. "We keep up on the latest techniques. Everything that's new on the east coast takes five years to get to Portland, so we regularly go to training seminars in New York, Atlanta and Chicago," said Veronica. After attending the seminars (sponsored by companies such as Nexus, Sebastian and Revlon) they return and train their employees.

"Beauty schools in Portland are conservative. They just teach the basics. It's up to the person to educate themselves," they commented.

The sisters also give credit for their longevity to their loyal employees. "Everyone's been here between four and ten years. That's added to our success because, in this business, there is a high turnover," said Clarice.

"Even if someone leaves, goes to another shop or opens their own business, we keep close ties," added Veronica.

Clients are also warmly welcomed into the Waves family. Anyone who walks in is guaranteed to be treated well. "There's a thin line here between clients and family," said Veronica. "Some of our clients have been here since we opened."

The sisters repay that loyalty by keeping their prices low—haircuts range between \$10 and \$20. We started when prices



Veronica Green Photo

were high to begin with, and our prices haven't changed in 10 years," they said.

Marketing techniques the sisters use are sponsoring fashion shows at the Red Lion with the emphasis on hair, which regularly draws between 1200 and 1800 people and their famous yearly dance, "Just for the Heck of It" every June; and, two weeks ago they threw a "Time to Party with Waves" dance at the Sheraton.

The decision to move to 20th and Sandy was with an eye on increasing their visibility and clientele. "We were kind of hidden in the Hollywood district but now we're on a busier street and it's close to the Convention Center," said Clarice. "We think it's going to be a plus, but it will take time."

Veronica and Clarice believe in the importance of community service and consider themselves role models for other young women of color. "I hope we are. That's one of the reasons we decided to stay in business during the rough times," commented Clarice. Both are members of O-OMNE, the Oregon Association of Minority Entrepreneurs, and both have been asked to sit on the Oregon Board of Cosmetology. Clarice is involved regularly with the Urban League and the Self-Enhancement program.

And what are the trends in hair fashions for the future? "Whatever you want, basically," said Clarice. "Especially the soft look—a lot of body but no curl-and sculpture."

Waves Hair Design is a full service salon offering cuts, hair weaving and straightening, perms, and fashion consulting including hair, make-up and wardrobe. Their number is 232-6263.

## Tri-Met Employee Commitment To Black United Fund Up



Amina Anderson, Director of the Portland area office of the Black United Fund of Oregon, received a check for \$14,793.00 November 5, from Bill Allen, Tri-Met Executive Director of Operations, as Tri-Met employees' annual contribution to the fund. Also attending were Gene Williamson, Tri-Met Man-

ager of Service Quality, and Tri-Met chairman for the United Way-Black United Fund campaigns, and Harvey Garnett, Tri-Met's loaned executive to the United Way campaign.

Now in their third year of participation with the fund, Tri-Met employees increased their contribution 68% over

last year's donation. "Tri-Met employees work every day with the citizens of Portland. Our operators often see people in need and see the benefits of the many social service agencies supported by the United Way and the Black United Fund," said Allen.

## Whatever happened to minority business? • Conclusion

BY PROFESSOR MCKINLEY BURT

We have covered a lot of territory in this series of five articles. Many examples have been given of both success and failure in the field. I hope that sufficient caution has been advised that the ill-prepared will hesitate to embark on a perilous journey—and that those with sufficient resources of finance and talent will be encouraged to endeavor and prosper.

Sometimes caustic, and sometimes "high on enterprise", I have tried to provide sufficient citations of real-time experience to lend an air of credibility to these recitations. And at all times there has been a determined effort to get across the point that there is no substitute for an adequate amount of research and investigation. No texts, manuals or hearsay will serve instead. Too, I made it quite clear that the nearest thing to real-time experience is that of the "Trade and Professional Association" whose recaptulations of the experience of the practicing members of their organizations deliver clear and reliable expositions of what is going on in the real world of commerce.

Again, they provide written materials, videos, workshops, seminars and teleconferences in the areas of critical relativity: accounting procedures, sales and marketing, production equipment and tools, business trends, governmental relations and legislation, taxation, legal considerations, you name it. And again, at your public library consult "Gales Encyclopedia of Associations" for a complete listing of American Organizations—Agricultural to retail, medical to legal, fisheries to logging, chemical to fashions!

I mentioned several years ago that I was never so disappointed as when the Minority Business People funded to provide comprehensive information and direction to would-be business persons would descend daily upon my private offices seeking to use my personal business and industrial library in order to advise their clients in an effective manner: "What are the leasing techniques being employed now for small operators? Have you got anything on equipment trusts? Who are the main local underwriters for insurance on vans leased to social agencies? Who publishes the best standard accounting manuals for

medium-size markets? Who does this? Who does what? I hope that you are finding the system more informative these days.

I found early on that you can not necessarily rely upon that corp of "Retired Persons". The problem often is just that—they "are retired", and if you have had to come up with an idea that is very innovative and entirely new, heaven help you if you have not done that adequate job of research I have emphasized. I remember back twenty years ago when a group of "retired advisers" were sent by to advise me, they mostly stood around in awe; what's that? How does that work? They felt, poked and exclaimed at the latest in plate makers for printing and the on-line teletype equipment that fed in the data for the process. You might have some difficulty too with some of the university people who are assigned to you: Community College instructors are often from an immediate "real world".

Be sure to take a look at this week's "Perspectives" column on page two, where I make the case, as in previous weeks, for the small business operation that can begin successfully at home, or in a small store or plant—if you utilize the available technology. The daily newspapers and television almost daily cite the success stories of small entrepreneurs, many of whom remain comfortable small, and others who go on to nationwide franchising or other types of distribution and expansion. Of course there are failures, but what else is new? The important point is that there are viable vehicles for the innovative and the committed to "get over".

On the other side of the coin you may be considering that old adage that "there is safety in numbers"—number of dollars, number of participants, number of politicians and rhetoric spouters. Be cautious with your small resources before you get aboard one of these fast-moving, socially-driven programs. Before you get all enthused and are persuaded to participate in a BUYOUT OF PROCTOR & GAMBLE (that was actually and seriously projected), just remember the history of Portland's own "The Albina Corporation".

Also, we should note one of the feature recitations in the 1960s book, "Whatever Happened to Minority Business". Here, a multi-state, Detroit-based African American Socio-Business

Combine (I guess that is what you'd call it) decided to go in the "soap manufacturing business". The group of bed partners, strangers to commerce included the Urban League, NAACP, Black newspapers, and the many urban coalitions in cities surrounding the main focal area, Detroit. On the experience side, there were tongue-in-cheek signers of certain nebulous guarantees a supermarket chain of stores in these cities and a large bank with the usual widely heralded "Minority Commitment".

I can make a long story short here, the inevitable happened, which does when there is inadequate research and a venture is hope-driven instead of experience-driven. Let me just cite two instances. Considering that the soap powder was well-manufactured, well-advertised and met consumer expectations, what could have gone wrong? Well, for one thing the product didn't get to the consumer very well. For one thing the soap was manufactured and packaged at a Detroit hub and had to be shipped to outlying cities and suburbs as well as local outlets. Fine, you say, for that was (is) the case for distribution by others. But in their cost projections this outfit did not allow for L.C.L. (less than a carload) shipments for which railroads and truckers charge much more. This happened because the plant started up with inexperienced innercity labor who unable to keep up production schedules could not get the merchandise to the freight dock on time.

The other problem occurred in the retail stores themselves. As I commented about the school district and its failure to get minority curriculum and lesson plans into the hands of the teachers, the soap powder simply did not get the prominent shelf display space needed for mass sales. Most of the time it remained in the back room of the markets because competitive brands always employ "detailers" who police the shelves in all stores to be sure that their merchandise occupies prominent space on the shelves—if it missing, they discard their coats, loosen their ties and proceed to the back room to grab a hand-truck and bring it up front. Our firm didn't do this—didn't know about his.

Well, as they say at the carnival "you pays yer money and you takes yer choice." That's the way it is. Good luck.

## Quincy Jones hopes to foster blacks' pride in musical heritage



Quincy Jones at 57. "Now I have my life in my hands," he says.

Artist Blames Nervous Breakdown on Getting Hung Up on Materialism

New York, November 15—Lamenting that black Americans have no sense of their musical heritage, jazz musician-producer Quincy Jones said he hopes to do something about that situation before he dies.

"You know, we have culture that is vastly underrated," Jones said in an interview to be published this Sunday in Parade magazine. "Especially by us Americans, Black and white," he added. "We don't have a clue as to what it's about. The Europeans know. The world knows."

"There's a statue of (jazz saxophonist) Sidney Bechet in Paris. When the Europeans come over here, they expect to see statues of Charlie Parker or Louis Armstrong in front of Radio City. But we just think of them as a couple of black dudes who played nice."

"And black people, we have no sense of our musical history. And that's a shame, man. I just hope, before I get out of this world, I can do something about it. One thing we can look up to with pride is our heritage. That is a legacy that the whole world admires."

Commenting on his work with Michael Jackson and Kool Moe Dee, Jones said, "I know there are some real bad racial things happening out there that are polarizing some of us. And that freaks me out. But consider what happened to Michael Jackson in the '80s. Little kids all over the globe had a black hero. That changed the truth about the world in which we live."

Jones, who had a nervous breakdown four years ago, blamed it partly on being "hung up" on materialism. "There was too much going on," he recalled. "People were buggin' me about a lotta things. Lots of Pressure. I didn't want to eat. I couldn't be around people. I didn't feel whole. That scared me to death, because I love life." He said he recovered by getting in touch with his spiritual self. "I (now) have my life in my hands," he declared.

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