Limousine Service Announced



A trial joint venture between Seattle based Audio Entertainment and African-American Entreprenuer, Roy Jay was announced last Sunday to enter into the limousine serivce for the greater Portland area.

Jay's Oregon Business Network will administer the limousine service from Portland and plans to offer rates far below those of other local companies. We plan to offer limo service for nearly every occasion and event. The service will also focus on conventions and visitor tourism business.

United Way Schedules **Annual Meeting**

United Way of the Columbia-Willamette will hold its 71st Annual Meeting on Thursday, Feb. 7, noon at The Portland Hilton.

The meeting will include installation of new members and officers of the board of dirctors and recognition of retiring members. Ronald B. Gould, partner in charge of audit at Deloitte and Touche, will assume the duties of chariman of the board, replacing Gerald B. Halverson, senior vice president, Standard Insurance Company.

Tickets for the luncheon are \$15, or \$120 for a table of eight, and can be reserved by calling Kathy Grimm, 226-9305.

J.M. Lee, executive Director, announced that the State Scholarship Commission will, as of January 1, 1991, provide administrative support for five scholarship trust funds held by the Trust Group of the United States National Bank of Oregon.

The five scholarhsip funds include the Maria C. Jackson/General George A. White Scholarship, the Bertha P. Singer Scholarship, the Jerome B. Steinbach Scholarship, the Mertie and Harley Stevens Memorial Fund Scholarship, and the Flora Von Der Ahe Schol-

The Maria C. Jackson/General George A. White Scholarship is open to Oregon residents who, or whose parent, served in the U.S. Armed Forces. Applicants must be planning to enroll as full-time indergraduate or graduate students in an eligible Oregon postsecon-

Phillips Makes



Gloria Phillips recently returned to school to further her education in the field of Education. She has worked in the school system for 20 years, most with the Black Education Center. The Portland Observer salutes you.

State Scholarship Commission To Provide Support For Five Scholarship Trust Funds

dary institution. Applicants who are graduating high school seniors must have a cummulative grade point average of 3.50; college students must have a cummulative college grade point average of 3.00. Selection is based on academic achievement and financial need. Proof of military service must be submitted with the application. Applicants must file a federally-approved need analysis form and give permission to release the information to the state financial aid agency. The deadline for applying is April 1.

The Bertha P. Singer Scholarship is open to graduates of accredited Oregon high schools or Oregon residents enrolling as full-time undergraduate or graduate students in a nursing program. Eligible schools include any private or public accredited school of nursing or nursing program affiliated with a uni-

Commission Meeting

Place: RiverPlace Athletic Club

0150 SW Montgomery

Date: February 13, 1991

Portland, OR

Commission meetings are open to

PDC is the City of Portland's urban

the public. A complete agenda is

available at PDC. Call 823-3200.

renewal, housing and economic

Time: 9:30 a.m.

development agency.

versity, a community college or hospital. Required minimum cumulative grade point average is 3.00. Selection is based on academic achievement, financial need, and a desire to enter the nursing profession. Applicants must file a federallyapproved need analysis form and give permission to release information to the state financial aid agency. Deadline is April 1.

The Jerome B. Steinbach Scholarship is open to U.S. citizens who enroll as full-time undergraduates at any accredited college or trade school in the U.S. The required minimum grade point average for high school senior applicants is 3.50; for college applicants, 3.25. Selection is based on academic achievement and financial need. Applicants must file a federally-approved need analysis form and give persmission to release information to the state financial aid agency. Deadline is April 1.

The Mertie and Harley Stevens Memorial Fund Scholarship is open to graduates of accredited high schools in Clackamas County who enroll as fulltime undergraduate students for only their first and fourth years of postseconday education. Eligible institutions are selected postsecondary institutions in Oregon. The required minimum cumulative grade point average for high school seniors is 3.50; for college applicants, 3.25. Selection is based on academic achievement and financial need. Applicants must file a federally-approved need analysis form and give permission to release information to the state financial aid agency. Deadline is April

The Flora M. Von Der Ahe Scholarship is open to graduates from accredited high schools in Umatilla County, Oregon who enroll as full-time undergraduate or graduate students. Eligible institutions include accredited colleges, universities, or technical schools in Oregon. Required minimum cumulative grade point average is 2.25. Selction is based on academic achievement and financial need. Applicants must file a federallyapproved need analysis form and give permission to release information to the state financial aid agency. Deadline is April 1.

Individuals interested in these programs or in any of the 50 privatelyfunded scholarship programs administered by the State Scholarship Commission should contact the State Scholarship Commission, 1445 Willamette Street, Eugene, OR 97401-7706 after January 1, 1991. The statewide toll-free number is 1-800-452-8807. In the Eugene/Springfield area, call 346-1240.

PCC's Prez List



City Asks Citizen Ideas On Measure #5 Budget Cuts

In anticipation of public concern about service cuts of \$28 million required by Ballot Measure #5, Portland has set aside four days for citizen testimony at budget hearings and developed an information folder to guide citizens in presenting testmony.

Citizens are invited to testify on service priorities at hearings beginning Tuesday, February 12 through Friday, February 15. The Wednesday, February 13 hearing is from 7 to 10 pm. All other testimony is set for 9 am to noon and from 2 to 5 pm. All hearings are in the Council Chambers at City Hall.

"With \$28 million less income, the City cannot continue all present

programs and serivces, and programs that property tax dollars support are the targets for cuts," Mayor Bud Clark

"We want citizens to tell us what services are most important to keep, where to cut and ideas on how to increase efficiency," he added.

City Commissioners, at meetings with neighborhoods and civic groups, are asking for ideas on how to set priorities for police, fire protection, parks and recreation, neighborhood services, arts and other programs that draw on General Fund property tax dollars.

"We've put together information on possible reductions in programs and services as well as where revenue comes from and where it is spent, and what kind of testimony will help us with budget decisions. I hope lots of people give us their ideas," Clark said.

To allow the maximum number of people to present ideas, public testimony during the four days of hearings will be limited to three minutes per person. The City Council will review all information before deciding on a budget within it's Measure #5 revenue.

Following decisions on a "Measure #5 balanced budget", a second round of hearings is anticipated on any restoration of services if additional funds are available.

Slowing Economy May Provide Opportunity For Graduate Of Chrysler Dealership Program



Cleveland, Ohio -- Can a 47-yearold family man with deep roots in Ohio find happiness working at a car dealership somewhere else, in the midst of a recession?

Frank Rucker thinks so, especially if that dealership is his.

Rucker, who is black, is a graduate of Chrysler Corporation's Dealer Development Program, which trains minorities and females to become auto dealers. With Chrysler's assistance, Rucker hopes to invest in a dealership this year.

At the top of Rucker's wish-list is a Chrysler dealership in Ohio. He was born in Orange, Va, but has lived in Ohio nearly 21 years. He and his wife, Carolyn, raised two daughters and a son -- Kassandra, 23, Kimberly, 20, and Mark, 21 -- in Ohio. Home is in Akron. For Rucker, Familiarity has bred contentment.

"One of things you learn in the automoblie business is that you have to know your market," he said. "I think I pretty well know the Cleveland market -- how to merchandise and advertise here. I think I can better judge people I would hire in Cleveland area than a place where I wouldn't know anyone."

Nevertheless, Rucker has accepted the fact that hometown dealerships rarely become available for graduates of Chrysler's Program.

"I want to stay in Ohio, but I'm available to go anywhere there's a good dealership," Rucker said.

"We like for the graduates to have the opportunity to invest in dealership in their hometowns." said Cecil Ward, manager of Retail Dealer Development at Chrysier, "but that's not always possible because there is no way we can

dictate where the opportunities will be. But we feel that our training prepares graduates to go anywhere in the country and be successful."

Sixty-one minorities, including four women, have graduated from the Chrysler's Dealer Development Program since it started in 1983. Chrysler now has 140 minority dealers around the country, including blacks, Hispanices, Orientals and American Indians. Eleven members of minorities are in training.

Rucker started training in January, 1989. Before that he worked 12 years for Chrysler in the service and parts area, which required him to call on Chrysler-Plymouth dealers in Akron and Cleveland. It was those contacts which got him thinking about becoming a Chrysler dealer.

"I arways wanted to have a business I could draw my family into," he

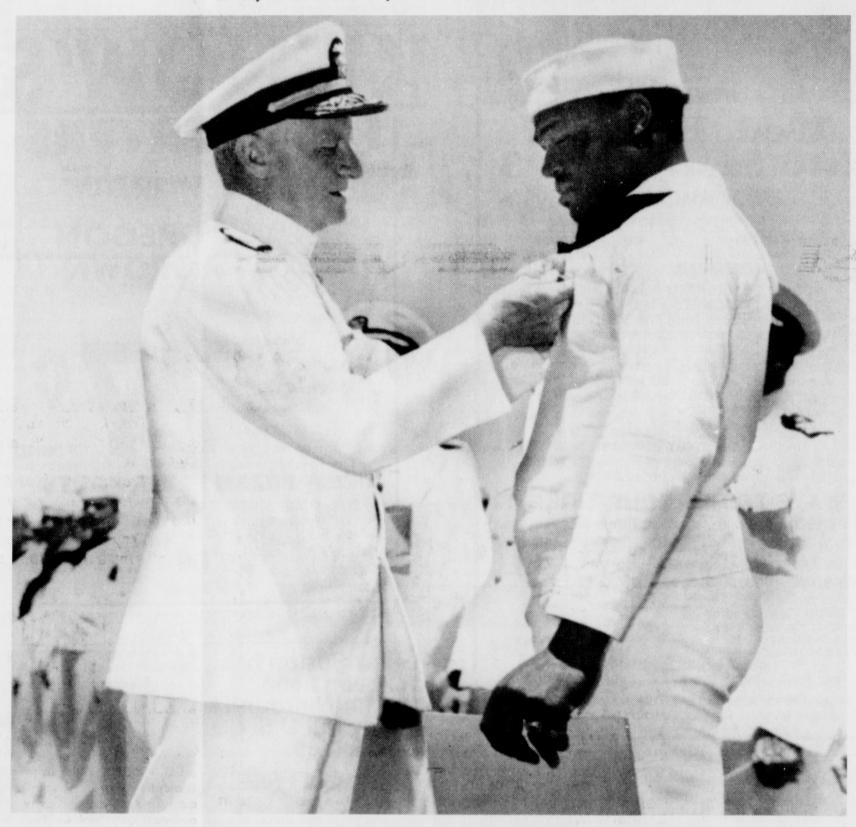
"The automobile business can afford you that opportunity." Rucker learned every facet of the business -new and used car sales, service, accounting, advertising, personnel -- at Strongsville Dodge, in the Cleveland suburb of Strongsville.

'One of the things I was used to in sales was doing everything myself," Rucker said. But Paul Hrnchar, owner of Strongsville Dodge, taught Rucker that a dealership has numerous jobs which dearlers must motivate others to

"One of toughest things I had to learn was that I could not concentrate on selling cars myself," Rucker said. "Instead, I have to manage, and create an atmosphere for other people to work for me. You can get the same type of joy of helping other people sell. That's as gratifying as you selling cars because you're a part of every sale."

Whether in training or at his own dealership, Rucker's greatest concern for 1991 is finding ways to sell cars in today's tough market.

'It's something that I think about often. Good dealership aren't available in good times. I've seen numerous dealerships taken during bad times, and the new owner was quickly able to get them under control. Then, they became very successful when things turn around. That's what I'm looking to-



WHEN DORIE MILLER BECAME OUR COUNTRY'S FIRST WORLD WAR II HERO, THE REAL BATTLE BEGAN.

On December 7, 1941, Dorie Miller, a Black messman, leaped to the anti-aircraft gun of a fallen comrade and proceeded to shoot down two to five Japanese fighter planes while under heavy enemy fire.

It was a truly amazing feat. Especially in light of the fact that he had never fired an anti-aircraft gun in his life, because the Navy did not give Black servicemen weapons training.

For his courage and gallantry he should have been awarded the Navy Cross without question. But certain powers felt America wasn't ready for a Black hero, so they downplayed his deed. That's when the real battle began.

Civil rights groups, Black newspapers and even white liberals joined forces. They began fighting for Miller to receive the recognition he rightfully deserved. Finally, the President of the United States intervened on Miller's behalf. And in May of 1942, Seaman Third Class Dorie Miller became the first African-American to receive the Navy's highest medal, the Navy Cross.

In honor of Black History Month, the Chrysler Corporation salutes Dorie Miller. His heroism did more than just earn him a medal. It opened the door which led to America's armed forces becoming truly representative of all its people. In the process they became the most powerful force for freedom in the world today.

