

Creating A Peace Economy While Solving Social And Environmental Problems

How to create an ecologically sustainable society in the process for rebuilding inner cities and revitalizing rural economies will be the theme of a conference at Portland State University's Smith Center 327 June 1 from 9 a.m.-5p.m.

Entitled, "Reclaiming Our Economy: Rebuilding Urban and Rural Communities," the conference is sponsored by a number of peace, environmental and social justice groups seeking to develop a consensus on actions that promote sustainability.

Because such actions imply a new pattern of public investment, the event kicks off with a panel on conversion from a militarized economy to a peacetime economy based on human needs. Speakers for "From a War to a Peace Economy" will be Elizabeth Furse, executive director of the Oregon Peace Institute; PSU economic professor and military conversion expert Richard Brinkman; and Elizabeth Atlee of the Oregon Community for War Tax Resistance.

Then the conference will turn to urban questions with a panel that will draw the connection between social justice and environmental questions. The intent is to treat the city as an ecological system, and discuss ways to

create new jobs for poor communities through projects that rebuild cities for environmental sustainability. Examples of such projects are recycling-based industries, energy conservation and renewable energy installations, and transportation that reduces use of the automobile.

Speakers for "Urban Transformation" are Patrick Mazza, a founding member of the Green City Visions Forum, who will give an overview of ecological rebuilding concepts; Tim Calvert of Cascadia Commonwealth, who will discuss development of cooperatively-owned businesses; and Sharif Abdullah, executive director of Forum for Community Transformation, who will detail the Ecology Commons, a proposed ecological development project in Portland's African-American community.

The last of three morning panels will be "Restoring Rural Communities," a look at possibilities for returning prosperity to small towns and the countryside. Gene Lawhorn, a labor activist and environmentalist from Roseburg, will talk about ways to restructure the timber industry so it can provide jobs while operating in harmony with forest ecosystems. Steve Radosevich, Oregon State University

forest science professor, member of the graduate faculty in crop science and a leader in sustainable forestry and agriculture research, will examine ways human beings can improve their relationships with the land.

The afternoon will be given to workshops in which those attending the conference can begin drawing up 1990s action agendas in a number of key areas. Among them are education, tax reform, military conversion, rebuilding the inner city, ecologically-oriented economic development, sustainable agriculture and forestry, and Columbia River water issues. The aim is to create a menu of potential actions that can produce positive changes in these areas over the next decade.

Plans beyond the conference are for follow-up gatherings in fall 1991 and spring 1992. They will be aimed at linking up an even broader range of groups and further developing and carrying out action agendas.

The event is sponsored by Oregon SANE, Columbia-Willamette Greens, Coalition Against U.S. Military Intervention in the Middle East, Green City Visions Forum, Labor Environmental Solidarity Network, and Portland State University Campus Ministries and Women's Studies Program.

Search For Woman Age 30 or Over To Become Dove Classic Model

If you're a woman age 30 or over who's ever dreamed about becoming a model, now is your chance. Dove Beauty Bar and Academy One Modeling are searching for women with modeling potential to win the 1991 Dove Classic Model Discovery Contest. The winner of Dove's sixth annual search will have the opportunity to launch a professional modeling career.

The 1991 Dove Classic Model will win \$25,000 in cash, a \$5,000 Anne Klein wardrobe and a one-year modeling contract with Wilhelmina International Limited. Last year's winner was from Portland and will be appearing at the Pioneer Place Mall on Saturday, June 29.

Entry forms for the Dove Classic Model Discovery will be available at the Pioneer Place Mall, 700 S.W. Fifth Avenue in Portland on Saturday, June 29 from 11 a.m. to 5 p.m. and at Academy One Modeling, 1510 S.W. 6th, Portland, OR 97201 until the July 31 contest deadline.

Last year, a 35-year-old woman became the fifth Dove Classic Model

and embarked on a modeling career with a leading New York modeling agency. The 1990 winner, Juanita Wyndham, of Portland, Oregon appears in a beauty editorial about the contest in the May issue of Ladies Home Journal. Mrs. Wyndham will make national appearances on television as the spokesperson for the Dove Classic Model Contest.

Several past contest winners, aged 33 to 53, are enjoying ongoing careers as models appearing in advertisements, fashion catalogues, fashion shows and national television programs. The contest highlights the growing career opportunities that exist for mature models and is designed to showcase the unique beauty and elegance of the mature woman.

Any woman at least age 30 by the July 31 deadline can enter Dove's Classic Model Discovery by submitting two snapshots, a head shot and a full body shot; two wrappers from Dove Beauty Bar; and, in 50 words or less, completing the statement, "I have camera potential because..." Entry forms are

available in the May issue of Ladies Home Journal or by sending a self-addressed stamped envelope to:

Dove Discovery
Suite 1200
Dept. M
450 Park Avenue South
New York, NY 10016

A toll-free number, 1-800-545-DOVE explains how to enter. Deadline for receipt of entries is July 31, 1991. The Grand Prize winner will be selected from six regional winners representing the East, West, and Central states.

Regional winners receive a four-day, all-expenses paid trip to New York City to participate in the grand prize selection and \$500 toward a day of beauty in their hometown. They will be judged on the basis of skin and overall appearance, conversational skill and professional modeling potential.

"I believe all women are beautiful in different ways," says Mrs. Wyndham. "I encourage every woman over 30 to enter this contest. If you don't try, you don't win," she adds.

Market Developers!



Miranda Mack, right, President of the National Association of Market Developers, Inc. (NAMD), welcomes participants recently to the Association's 39th Annual Conference at the Ritz-Carlton Hotel, Philadelphia, PA. Rev. Jesse Jackson, center, President of the National Rainbow Coalition, and the "Shadow" Senator for Washington, D.C., was the main speaker for the Pepsi-Cola Co. and PEPSICO-sponsored luncheon. At left is Karl Sears, Manager, Black Consumer Marketing, Pepsi-Cola Company. Jackson following up on the earlier pleas of Pepsi-Cola's manager of public relations, Sam Hall-urged the luncheon guests to make their organization a primary source of information and training in the marketing of goods and services to African Americans. Founded in 1953, the Atlanta-Headquartered organization has more than 500 members who work in sales, public relations, advertising and other related fields of marketing. Chapters of the NAMD are located in the following 14 key markets: Atlanta; Cleveland; Chicago; Dallas; Detroit; Houston; Kansas City, Mo.; Los Angeles; Louisville, Ky.; New York City; Omaha; Philadelphia and Washington, D.C.

CDC'S War On Aids In Black Community Gets Reinforcements

The Centers for Disease Control (CDC) in Atlanta will get some fresh perspectives in its ongoing campaign to stem the rising incidence of AIDS among the nation's African-American population. Sharp Advertising Inc., engaged by CDC's agency of record, Ogilvy & Mather, will work with O&M and CDC to design advertising targeted primarily to African-Americans.

Sharp Advertising becomes the first Atlanta-based agency to assist CDC, although the local office of New York-based Ogilvy & Mather has handled the account for the past three years.

Headed by 30-year ad industry veteran Bill Sharp, Sharp Advertising specializes in African-American consumer marketing for clients that include The Coca-Cola Company, Georgia Power, Gillette, and United Way of America.

"We see this as an opportunity to do business and to do some good in the African-American community," said Sharp, a Chicago native who has held management positions with leading ad firms such as J. Walter Thompson, Leo Burnett, and Burrell Advertising. "We welcome the opportunity to work with a top-notch agency like Ogilvy & Mather on such an important campaign."

According to Neill Cameron, gen-

eral manager of Ogilvy & Mather/Atlanta, Sharp Advertising combines excellent creative skills and an extensive knowledge of the African-American consumer market. "We believe that Ogilvy & Mather and Sharp Advertising are the right team of professionals to meet CDC's advertising needs in the AIDS war," said Cameron.

According to Sharp, his firm will develop advertising that increases public awareness of the dangers of AIDS and HIV infections, with a strong emphasis on prevention and treatment. "All of our advertising will be 'crossover' in nature," he stressed. "It will talk directly to African-Americans, but it will be appealing and informative for whites and others as well."

Research clearly indicates that African-American consumers are more likely to respond favorably to advertising messages that feature black people and reflect their values, Sharp added.

"Many private sector businesses have recognized for some time that targeted marketing is an effective means for communicating advertising messages to key audiences," Sharp said. "CDC is to be commended for its aggressive use of targeted advertising in the public sector. And Sharp Advertising is delighted to be a member of the team."

We're getting into the graduation mode. If you have someone who has "made it" let them know how proud we are of them. Education is a precious tool. Let our young men and women know that we support them in their efforts. At least say Congratulations!

WATCH

FOR OUR CAREERS SPECIAL EDITION



Ellenae L. Henry Fairhurst, President
Cumberland, Chrysler-Plymouth
Fayetteville, NC

"BEING PREPARED TO SURVIVE IS EASY, TRY BEING PREPARED FOR SUCCESS."

Being prepared for success begins with the Chrysler Corporation commitment toward increasing minority involvement in their business. That's why Chrysler has made a commitment to the NAACP in its effort to incur more jobs and a better quality of life for everyone. It's called The Fair Share Program.

This kind of commitment has long been the Chrysler way of doing business. That's why several years ago the Chrysler Motors Minority Dealer Program was initiated. Since then, the Chrysler Motors Dealer Program has produced some of the most successful dealerships in the industry.

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