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"The Eyes and Ears of The Community"

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Executives Loaned to United Way for Fund Raising



Felicia Jackson



V. Markus Orange



David Dixon



Victor Norris



Vickie Hughes



Lucious Hicks



Linda Jones

Companies from throughout the Portland/Vancouver area have loaned 75 employees to United Way of the Columbia-Willamette to help raise this year's campaign goal of \$20.5 million.

"These loaned executives will be the backbone of our fund-raising efforts," says Campaign Chairman Robert L. Ridgley, President/CEO, Northwest Natural Gas Company, adding that their efforts will bring in more than 60 percent of this year's total.

Local organizations provide people to United Way for 12 weeks while continuing to pay their regular salaries and expenses. This arrangement allows United Way to keep administrative and campaign costs to minimum. In addition to the benefits for United Way, there are bonuses for the executives and their companies as well.

"To be effective fund raisers, we provide these executives with training in communications and public speaking; account, project and time management; and negotiation and goal-setting skills," says Ridgley. "It's a great learning experience for the employee and a no-cost way for companies to further develop their executives."

Individuals form the African-American community participating in this year's loaned executive program include:

David Dixon, United Way of the Columbia-Willamette; Lucious Hicks IV, Pacific Power and Light; Vickie Hughes, U.S. Bancorp; Felicia M. Jackson, Cellular One; Linda Jones, Tri-Met; Victor L. Norris, Northwest Natural Gas company; V. Marcus Orange, U.S. Postal Service (participating in the Combined Federal Campaign for federal employees).

Donations raised in this year's United Way campaign will help fund nearly 200 human service programs in Multnomah, Clackamas and Washington counties in Oregon, and Clark County in Washington. These programs address such needs as positive social development for young people, recreational and medical services for the elderly, and food and shelter for homeless families.

Nike Offers Three Point Plan For Northeast Portland: Jobs For At-Risk Youth, Funds For Housing Renovation And Minority Business Development Program



NIKE, Inc. is beefing up its commitment to fight gangs in Portland by committing ten jobs to at-risk low-income youth, NIKE President Richard K. Donahue announced today. Donahue also challenged local employers to match NIKE's offer of jobs for kids as a means of keeping them out of gangs.

At a press conference held at NIKE's factory outlet store on Martin Luther King Jr. Blvd., Donahue also announced that \$50,000 in profits from that store will be reinvested in two Northeast Portland revitalization projects. The Northeast Community Development Corporation (NECDC) and the Oregon Association of Minority Entrepreneurs (OAME) will each receive \$25,000 grants from NIKE as part of a pledge made in 1984 by the athletic footwear and apparel company to reinvest profits from its store into economic development programs in the Northeast neighborhoods.

Addressing the jobs-for-kids initiative, Donahue stated that NIKE will make available ten entry-level jobs for at-risk youth over the next eighteen months at the Company's various Oregon facilities, and indicated he will seek similar commitments from other employers in the area.

Donahue explained that NIKE's decision to commit a block of jobs to

at-risk youth came in response to recent appeals from community groups tackling gang problems in Northeast Portland. "Every agency we work with tells us they can draw kids away from gangs, but the key to keeping them out is finding them jobs," he said.

"We have to offer these kids hope, and hope means knowing that they'll get a chance to do something productive with their lives," Donahue stated. "If ten more companies follow our lead, that's 100 kids off the streets, showing the rest that there are other options besides gang life."

NIKE actively supports several youth programs such as the Portland House of Umoja and Self-Enhancement, Inc., and has provided funding to the Portland Organizing Project, which has held a series of meeting recently to address the youth employment issue, according to Virginia Hensen, NIKE's Director of Public Affairs. Hensen said NIKE has already made youth employment a corporate objective, hiring ten minority interns at the Company's Beaverton World Campus over the summer, and two students from the Portland School District's Partnership Program. A youth from the House of Umoja is also employed full-time at NIKE. In addition, NIKE is paying the first year's

salary of a professional employment recruiter at the Urban League, Hensen said.

At the press conference, Donahue also reiterated the Company's 1984 pledge to reinvest a percentage of the net profits from its factory outlet store in Northeast Portland economic development programs.

Northeast Portland Community Development Corporation, which has received a total of more than \$50,000 in NIKE store profits over the past two years, received another grant of \$25,000. The funds will go to offset general operating expenses at NECDC. The agency is currently embarking on an "Adopt-A-Block" program, in which corporations are being solicited to "adopt" an entire Northeast neighborhood block and lead clean-up and restoration efforts for all the homes located on it.

The Oregon Association of Minority Entrepreneurs (OAME) also received a \$25,000 grant from NIKE. Part of those funds will go to general operating expenses, and part will be used to develop a short term loan program for minority businesses. OAME offers business planning and networking resources to minority businesses, and has recently published a directory of local minority and women-owned businesses.

Parents Face School Daze, Conclusion

by Prof. McKinley Burt

WHAT DID THEY KNOW AND WHEN DID THEY KNOW IT? No, we're not talking about the Watergate burglars and the Nixon Administration. The reference is to the talented and gifted minority engineering trainees shown above. Such an inquiry should embrace their parents as well and, certainly, their teachers.

This is a very serious matter, for if you can't recognize or identify talent--or even if you can, you have no effective vehicle to nurture and develop it--then, we are back to that terrible indictment: "A mind is a terrible thing to waste." However, it may be difficult

to "see the forest for the trees." Or as I like to say, "to see the dance for the dancers" -- and their numbers are overwhelming as they swirl about this academic stage. That is why the title for this series, "Parents Face School Daze." And why in last week's article I gave that example of initiative, "minority parents have ORGANIZED THEMSELVES..."

Few of us have the information retrieval facilities necessary to collect, process, correlate and evaluate the flood of education-relevant data that overwhelms our systems. Consequently, we all tend to depend upon selected (and

trusted) publications, commentators, reporters, advisors, organizations, personal investigations or, even friends and neighbors. Now, why may this not be enough? Just consider the interactions I had with parents the past week.

"How do I balance this 'glad tidings' advisory on SAT scores from the Superintendent against this Oregonian reporter's desultory evaluation? -- With the state, county and city all promising further cuts and fallout from Proposition 5, I can't plan or budget anything for my kid's college education. So what if the 'Historic Black Colleges' are the best bet, I can't even send them as far as

Beaverton -- Are those 'Voucher Plans' going to further the weakening of local school bases? And what about all the attacks on the Baseline Essays and other multi-cultural materials including minority history. Isn't this going to make it all but impossible to pursue motivation and image-building in any meaningful manner?"

After that round with one group of parents at a neighborhood community center, the very next day I was "waylaid" by several friends whose daughters teach in the local district. (Some patience here, please, I am making the case that parents, with a little planning

and organization on their own, can bring order out of a perceived chaos). Now, this latter group saw an international significance to "all what's coming down man." At home one neighbor was hearing that "critical funds and resources are being diverted from 'black' programs to support other minorities -- not only an increasing number of Hispanics whose disabilities need addressing but the same for new RUSSIAN IMMIGRANTS." (See 9/13 Oregonian article, "Public Schools Reflect More Ethnic Diversity").

The other friend, a former teacher whose considerable talents were con-

sistently underutilized, had critical comments about "the great rush to import or superimpose Asian or European educational systems on a faltering and disabled American basket case." He quoted from a recent article of mine -- a polemic where I had made some rather acid comments about those who would ignore the successful efforts of some Americans to create "Schools of Excellence" under some of the most adverse of conditions. Though many of the advocates for a "Free Trade Education Zone" are sincere, if naive, about restoring the system to excellence by

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