

## Yukon Jack "There is no Spirit like Yukon Jack!"



John Brzenk, Arm Wrestling Champion

The match between John Brzenk and Rich Lupkes lasted less than a minute but to the two combatants it must have felt like hours.

Brzenk, a nine-time world arm wrestling champion and Lupkes, a mountain of a man with tree trunks for arms, locked hands in the heavyweight finals of the Yukon Jack Arm Wrestling Championships in April, 1990 in Chicago. When the grunting and groaning ended, Brzenk had added another notch to his title belt.

One year later, at the Yukon Jack National Finals in Tampa, Brzenk once again proved that he was king of the heavyweights. The shy Brzenk, who speaks softly and carries a powerful right arm that does most of the talking for him, easily disposed of Ron Bath to defend his crown and take home the \$1,500 prize.

A 27-year-old from Sandy, Utah, Brzenk began arm wrestling nine years ago under the tutelage of another Yukon Jack Arm Wrestling Champion - Dave Patton. An airline mechanic by trade, Brzenk believes that his sport will continue to grow in popularity.

"Once a person competes in an arm wrestling tournament or views one as a spectator, they are hooked as fans for life," said Brzenk. "And the Yukon Jack Arm Wrestling Championships affords arm wrestlers across the country the opportunity to display their skills."

Brzenk is currently serving as a spokesman for the 3-city Yukon Jack Arm Wrestling Championships program. He'll get to defend his heavyweight title again at the national championships on July 17, 1992 in Tampa.

## Bess Kaiser Medical Center Completes Major Remodeling And Renovation Project

When Bess Kaiser Hospital opened in July of 1959, it was the first hospital built in Portland after World War II. The hospital's opening caused a traffic jam as people lined up to see the new state-of-the-art facility. In a continuing effort to provide high quality and modernized health care, the medical center has recently undergone a two-year major expansion and renovation project.

"To create the additional space needed for patient services, a new administration building was built just north of the hospital," says Ken Myers, Bess Kaiser administrator.

Al Weiland, MD, Bess Kaiser medical director, says the medical center was practically rebuilt. "Over 28 departments were renovated, and a new floor was added. The underlying purpose of all improvements is to enable Bess Kaiser to continue to provide quality health care."

The maternity unit more than tripled in size and now occupies 17,500 square feet. Thirteen new birthing suites -- each with a view of the Willamette River -- were added to permit family-centered birthing. Besides the birthing rooms, there are two testing rooms, two rooms for evaluation and monitoring of women with high-risk pregnancies, two family waiting areas, and a covered patio where families member can sit outside.

The area vacated by the Labor and Delivery unit became home to an expanded Critical Care Unit. The 16-bed unit is now on the second floor, adjacent to the surgical suites and above the

Emergency Department to allow quicker patient transport from these areas. New features include rooms with glass walls to improve patient visibility by nursing staff, several waiting and counseling areas for family members, and a communication system at the head of each bed incorporating medical gasses, suction, and the centralized patient monitoring component.

Another major component of the project was the relocation of Urgency Care from the hospital's lower level to the main floor, directly across from the expanded Emergency Department.

The volume of diagnostic tests and procedures has increased in recent years, creating the need for more room in the support services. Inpatient pharmacy, radiology, biomedical engineering and the laboratory were expanded or moved to updated quarters within the medical center to improve service.

A new feature of the medical center is a small nondenominational chapel in the main lobby, a gift from the medical center's Volunteer Department. Northwest artist Tom Anderson designed and created the chapel's single stained glass window.

Total budget for the project was \$19 million. Project architect was Zimmer Gunsel Frasca Partnership, and Baugh Construction was the general contractor.

Bess Kaiser Medical Center is one of two non-profit Kaiser Permanente medical centers providing hospital care to people in Northwest Oregon and Southwest Washington.

## Debra A. Sandler Appointed Director Of Ethnic Marketing For Pepsi-Cola Company

Debra A. Sandler has been appointed Director of Ethnic Marketing for Pepsi-Cola Company.

In her new position, Sandler will lead the group charged with developing marketing strategy and results oriented programs for the key Black and Hispanic segments of the company's consumer base. She will also work externally to establish and retain linkages with ethnic communities, customers and consumers.

A six year veteran of Pepsi-Cola, Sandler was born in Venezuela and grew up in Trinidad, West Indies. She immigrated to the United States 13 years ago. Sandler has an MBA from New York University and a BBA in International Trade from Hofstra University.

Sandler is affiliated with the National Black MBA Association, The Coalition of 100 Black Women and the



Debra A. Sandler

national Association of Female Executives. She and her husband Michael, live in Stamford, Connecticut.

## Homestyle Cooking

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## Task Force Considers New Arena

The Arena Task Force reviewed the Portland Trail Blazers' proposal for a new sports arena at its eighth meeting on Tuesday, October 22, 1991.

The Task Force is considering a proposal by the Blazers to develop and operate a new arena complex on City-owned property adjacent to Memorial Coliseum. The Blazer proposal includes plans to operate a refurbished Coliseum.

The Task Force was formed by the Portland City Council and Metropolitan Service District (Metro) to evaluate and make recommendations regarding public investment for the proposed arena project area. The Task Force membership includes private citizens and elected officials. The Portland Development Commission and Metro serve as staff to the Task Force.

## Networking

Oregon Business Network will be hosting their monthly "After Hours Networking" meeting on Tuesday, October 29 at 6:31 PM at the Travelodge Hotel 1441 NE 2nd Avenue in Portland.

The evening networking forum affords businesses of all sizes the opportunity to meet other area businesses, corporations and professionals from various categories and industries.

There is no admission charge or membership obligation. Attendees are encouraged to bring plenty of business cards and brochures.

Oregon Business Network's Monthly After Hours Business Forums have been instrumental in helping businesses and professionals create valuable contacts, leads, sales and referrals.

For further information, call 244-2689, Ext. 38.

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## First Interstate To Provide Funding For PDC's Homestead Program

\$1.36 Million to Be Committed  
For Homeowner Loans

Private lender support for affordable housing under the Portland Homestead Program was renewed today, allowing scarce public resources to be stretched further in providing homeownership assistance to low-income households.

The Portland Development Commission (PDC), the City's agency for urban renewal, housing and economic development, approved at its monthly meeting today an agreement with First Interstate Bank of Oregon under which the bank will commit \$1.36 million for fiscal year 1991-92 to fund homeownership loans for the Portland Homestead Program.

The Homestead Program provides home ownership opportunities to first-time homeowners who otherwise might not be able to afford a home. Additionally, the program helps the City reclaim vacant and abandoned housing, while encouraging neighborhood preservation, revitalization and stability.

The agreement renews a previous commitment signed in March, 1990, which had expired. Under the prior agreement, First Interstate provided a \$1-million credit line, which funded 33 home loans.

Under the new agreement, homeowner loans at 4% below the 30-year FNMA rate will be available for the full 20-year term of the loans. Previously, the reduced rate applied only during the first ten years. In addition, loans will be available on up to 90 percent of the fair market value of the finished home rather than 80 percent, as under the prior agreement. The increased loan-to-value ratio will enable Community Development Block Grant funding to be reduced to an average of \$3,600, down from the prior \$5,600 average. Portland Homestead loans on average total \$35,700.

## Citizen Involvement Committee Seeks Help

The national award-winning Citizen Involvement Committee (CIC) of Multnomah County is seeking citizen grassroots members. Appointments are possible in all county district, and two at-large positions.

"Citizens want to be informed and involved," said Michael Schultz, CIC Chairperson. "The challenge is to create the political environment in which that can occur. It is a central issue in our success as a free and healthy society."

The twenty-five member citizen-managed grassroots committee was established by the voters in 1983. Its purpose is to reliably inform the citizens of Multnomah County on matters relating to their government, to create opportunities for them to be meaningfully involved, and to work with them to see that their agenda is addressed.

"CIC responds," Schultz said, "to the citizen need for a voice on policy issues which is informed, deliberative, and represents the public view. CIC moves the political debate beyond con-

siderations of just special and organized interests."

County wide grassroots citizen participation organizations, such as, neighborhood associations, community groups, Granges, and service clubs, nominate CIC members. Any citizen of Multnomah County may apply for appointment, and minorities are particularly encouraged to participate.

"The Committee looks for ways citizens and public officials can interact more constructively," said John Legry, Executive Director. "We try to improve how citizens and public officials view each others' role in the policy process, how they interact at public meetings, and how they communicate with one another in the political process."

Citizens interested in appointment to the committee, or wishing to learn more about CIC, are cordially invited to call 248-3450, or write to: CIC, 2115 SE Morrison, #215, Portland, Oregon 97206.



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