



NAACP Chairman of the Board, Dr. William Gibson, joins William Richardson, vice President Urban Market community and Trade Relations at Schieffelin & Somerset Co. and Dr. Benjamin Hooks, Executive Director of the NAACP at a Board of directors dinner sponsored by Schieffelin & Somerset co. during the organization's National convention held at Stouffer's. Schieffelin & Somerset co. is the importer of fine products including Hennessy Cognacs, Johnnie Walker Scotch Whiskies, Dewar's "White Label" Blended Whisky, Tanqueray Gin, Tanqueray Sterling Vodka, Moet & Chandon Champagnes, Domaine Chandon Sparkling Wines and Simi California Varietal Wines.

Roy Jay Strikes Back With Multi-Million Dollar Counter Suit Against Visitors Association

The Portland Oregon Visitors Association, a non-profit organization, primarily funded with tax revenues has been named in a lengthy multi million dollar counter suit brought by Portland business entrepreneur, Roy Jay. Jay's action is in response to a legal complaint filed by POVA in August against three of Jay's business operations which allege unfair trade practices in connection with the use of a business name which the State of Oregon corporation division records reveal is owned by Jay's parent company, Oregon Convention and Visitor Services Network, Inc.

The multi page counter suit names not only the association, and it's Executive Director, Charles Ahlers, personally, by selected officers and directors including Mary Armstad, General Manager of the Heathman Hotel, (who was just appointed chairman of Preferred Hotels & Resorts Worldwide) John Jenkins, General Manager of the Portland Marriott Hotel, Ron Anderson, General Manager of Red Lion Lloyd Center, Bruce Fery, General Manager of Red Lion Jantzen Beach, Roger Qualman of Norris, Beggs & Simpson, Harold Pollin Woner of Sheraton Hotel and Tony Roma's For Ribs, Lee Fehrenkamp, General Manager of the METRO's Exposition Recreation Commission, Larry Scruggs of the University of Portland, Sho Dozono, President

of Azamano Travel and many others.

The counter suit alleges conspiracy, slander and other allegations. Jay, who is along time member of the POVA Board of Directors and has been involved in the progress and development of the convention and tourism business, was recently the 1992 recipient of the POVA annual President's Award ceremony held in July at the Oregon Convention Center with over 1,000 business and governmental officials in attendance. The award recognized the 45 year old native Portlander for providing valuable networking opportunities for businesses in the convention, tourism and visitor industry as well as serving as a positive role model for young entrepreneurs.

At issue is the business names involved. Within 4 weeks after giving African American business entrepreneur their prestigious award, POVA filed suit alleging that one of his business names (Portland Oregon Convention and Visitor Services Bureau) conflicts with their legal name of Portland Oregon Visitors Association. Jay indicates there is no conflict and that his operation is responsible for generation millions of dollars in convention and visitor lead referrals to Portland and Oregon businesses throughout the state over the past several years. "It's pretty clear and simple. Their (POVA) name is Portland Oregon Visitors Association,

one of our subsidiary names is Portland Oregon CONVENTION and Visitor Services Bureau. Without the word "Convention" most people and organizations (especially outside the state) looking for a convention bureau or convention association through the phone company directory assistance would not know who to call". Records reveal that in 1988, the association changed their name from Grater Portland Convention and Visitors Association to Portland Oregon Visitors Association over the objection of Jay and other business members. "We have virtually saved the city and the region millions of dollars in prospective business. I view this as nothing more than a conspiracy to put private enterprise, that does not bow down to POVA, out of business", said Jay. POVA is a non profit agency which contracts with local government entities to market the city and the new Oregon Convention Center. Jay's operation receives no government funding and has been able to garner a multitude of potential leads without burdening taxpayer assessment. "It would seem like in a time when Ballot Measure 5 has economically crippled many tax funded services, POVA, in the spirit of cooperation and business participation, would welcome and work with outside interest that are attempting to enhance the convention, tourism and visitor industry."

perspectives

by Professor McKinley Burt

REAL MINORITY BUSINESS; NOW OR NEVER IV

7.2 million Americans have a secondary job. That is an obvious understatement. At least that many more go unreported. If you think about it, that time and effort is a Capital Investment; which is to say you own a major resource that could be used to Build Your Own Business. Perhaps you could utilize the very same skills employed on your first job.

That last situation makes a very good point because in my experience I've seen many workers at a particular craft in a plant contract out that very skill to a similar firm that didn't need or couldn't afford a Full Time Service; in other words such a worker is "Capitalizing" his or her spare time or off days. Such an enterprise can be clerical or a machine operation--interestingly, this is how Manpower and Kelly Girls got started by an enterprising worker who soon began hiring fellow employees from the original job.

Obviously, such enterprising requires initiative and the development of some interpersonal skills required for "marketing your capabilities--much in the sense that you "Sold" yourself to your employer in the first place. Here, we are talking about neatness, business cards and even a sharp uniform or coveralls if that is indicated. You may need an answering service, stationery and a few other "tools of the Trade". There are plenty books and manuals available on starting a small business (Library, Daltons).

Again, I wish to emphasize that there is no end to the Variety of small easily manufactured items (basement, garage or small shop) that can be marketed through ads in the media, direct mail or to chain outlets like Fred Meyers and the discount outlets. A former student of mine is having success with a novelty item she designed; A pair of tweezers with a magnifying glass at-

tached--for removing splinters or jewelry manufacture and similar work. As I noted August 19, not a lot of resource is needed for this "basement" type operation. Both the tweezers and the magnifying glasses are bought from the respective manufacturers and all the lady does is attach them with a little hinge and a tiny spot welder. Last week I cited where to get packaging and shipping materials with your "company logos".

Another big gap in marketing knowledge I find among not only minorities and women but with most neophytes is the Catalog House. Many people do not know that those hundreds of items advertised in those direct mail catalogs they get Are Not Manufactured By The company Putting Out The Catalog! The merchandise is purchased from hundreds of little firms like the "Tweezer" operation I described above.

Your little company needs to contact these catalog houses with a description and photos of your products along with a price schedule. All of this requires negotiation and it is good to have a fair amount of local sales to point to (though not necessarily). Typically, you would get \$4 to \$6 for an item retailing for \$10.00 (9.98). Again, it is at the public library business section you'll find bibliographies there--and texts at your large bookstores (Powell's - Daltons).

Let me cite several other profitable marketing opportunities that do not require a lot of resource to start. This is the area where your innovation or design is not patentable but requires a Copy Right if you are to be protected from infringement e.g. Most Dolls and nonmechanical Games (There is an entire page of doll advertisements in the Oregonian for Wednesday, Sep-

tember 2, 1992). To get a manual on copyrights and trademarks call "Federal Information", 1-800-726-4995. also see may 8/26/92 article in the Portland Observer, "Patents, Copyrights and Trademarks: Converting Ideas or Knowledge To Money (This series began 8/19/92).

There is another vast area of commerce in America involving small, medium and large entrepreneurs; it is known as the After Market and the biggest is the "Auto mobile Aftermarket". Here we speak of all the auxiliary items the consumer buys "after" the purchase of a new or used car or truck. The range of accessories manufactured by even very small firms is almost infinite: Hub Caps, seat-covers, wipers, mirrors, flaps, radiator ornaments, flare kits, mats, steering wheel covers, sun shields, decorative items, etc. What other "Aftermarkets" are open to you? Think about it.

Interestingly, for many years one of the best selling auto wax and polishes in the northwest was manufactured and marketed by the "Johnsons" African American Family who lived on East Burnside near the Colonial Mortuary. I've lost contact but do remember a sister, Thelma Johnson Street, who was an internationally known artist and dancer.

All and all, being in business is a Mindset! Most minorities and women are conditioned as Consumers. Many have all the necessary attributes for successful entrepreneurship except that Merchant Instinct--whether real or contrived it is absolutely necessary. In other words, the game is beyond simply a matter of initiative, know-how, energy and commitment--within moral reason you have got to want that dollar and success (if we are to survive, that is). *Concluded next week.*

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