



WCBPA Meeting

The Board of Directors of the West Coast Black Publishers Association held their monthly directors meeting in Los Angeles. Attending that meeting were (left to right, seated) Atty. Joe Hopkins, Pasadena Journal; Hardy Brown, Riverside Black Voice; Les Kimbers, Fresno Advocate; Dr. Carlton Goodlet, San Francisco Reporter; (standing) Clarence McCoy, San Diego Monitor; Virginia Taylor, Northwest Dispatch; Dr. William Lee, Sacramento Observer; Mrs. Hopkins; Chris Bennett, Seattle Fact. Brian Townsend, San Bernardino Precinct Reporter; Bernie Foster, Portland Skanner; Dr. Ruth Love, California Voice; Cheryl Brown, Black Voice; and Cloves Campbell Sr. Arizona Informant.

perspectives

by Professor McKinley Burt

Looking Back At The Future

It's not really that hard to do. You know that if you're driving a car on a winding road, you're constantly dependent on a "feedback" from the last position of the steering wheel in order to correct your course. That's the way it is; the future is dependent upon the Past!

Fall is the right time of year for me to embrace this issue for, unlike most people whose yearly cycle (renewal) begins with spring, it is autumn that turns me on --starts the juices flowing. I am in a different place these days and there are not that many falling crisp brown leaves as the sap of the trees retreats to ground. The cries and chatter of the children returning to school is much the same, but 'missing on chill evenings is the acrid, pungent smoke of a hundred wood fires. Some say, "you can never go back". The fact is you never really leave.

What is still there as the planets and the bloodstream rotate into an ensold position is a familiar anticipation of new events, and of old events that have assumed a different dress in the never-ending play of life. Whereas it may seem a little trite (an dull) to say "there is nothing new under the sun", it has always been exciting at this time of year to anticipate the possibility of new roles and acts for some of the tired old actors on our stage.

Among the interesting discussions that go on among African Americans today is an eternal query, "Is there anyway that "back then" you could

have believed that things would be the way they are today". And if you are black you know that the question is rhetorical--not meant to yield a crafted answer but simply intended to have the impact of a casual "good morning" or intended to bridge a conversational lull.

If there is a need or an urge to open up a dialogue, it will quite likely follow some of the lines of thought put forth here. almost certainly such a conversation will deal with some facet of economic and social conditions as they affect black people either here or abroad. Without further ado, I can state that most of the "brethren" express a great deal of disappointment--and, more recently, an increasing sense of Betrayal. It is this latter emotion that is even more deadly than a pure primitive rage at the hellish unfairness of it all. It seems that "future" has not escaped its past.

Within the rage context the victims achieve instantaneous Physical release through such volatile devices as assault, mugging, arson or other retaliation against strangers, friends, foes, family or environs--whoever and whatever is within reach. Despite accumulation of Civil Rights laws and Affirmative Action directives, all accompanied by the favorable but facetious public relations of the media--even some members of our generally naive middle class have awakened. That is they have finally determined there is not much difference between the situation in America and that in South Africa. America has the best stage directors, cameramen and

film editors. Only the names have been changed--but who is innocent?

So what was it we kids thought about on those brisk fall days when we returned to school to greet pupils and teachers, old and new--to read and learn about the actors on the world stage, old and tired or hopefully, new. If we were to reflect back upon that time, would we say "I Had A Dream?" Remember now that these were the times of daily lynchings, hanging and burnings at the stake--the times of school systems "honestly" segregated by law instead of by economics/banks, and the times when the European immigrants brought to perfection their cruel economic slavery of Union Constitution that stated "For White Males Only" (Most are still intact).

It does not require a major thesis, essays or think tanks to determine what it was that human beings subjected to such obscene conditions in the "land of the free" would dream of. We could cite abolition of ghettos and redlining, access to really equal educational institutions, opportunities to secure "real" business agencies (furniture, appliances, hardware, machine tools, office supplies, etc.), not just fat and cholesterol fast food franchises, and of course a fair and equitable criminal justice system. That should answer questions about our "dreams", and also the equally obscene queries of the hypocrites who ask "why are so many on welfare--why some have lost their work ethic?" Why the genocide?

Region's Three-Day Small-Business Event To Begin September 24

Organizers are set to unveil the First Annual U.S. Bank Small Business Conference and Expo at the Oregon Convention Center Sept. 24 through 26.

The comprehensive, three-day event features more than 60 small-business educational seminars, more than 100 company exhibits, and keynote addresses by two of the nation's top business authors and consultants.

"The Small Business Conference and Expo is a valuable three-day investment for professionals in small business," said John Eskildsen, executive vice president of commercial banking for U.S. Bank and chief organizer of the event. "Participants can exchange ideas with many of the region's leading small-business experts."

Keynote speakers at the U.S. Bank Small Business Conference and Expo are Harvey B. Mackay, nationally renowned author of "Swim With the Sharks Without Being Eaten Alive" and "Beware the Naked Man Who Offers You His Shirt"; and Chuck Whitlock, widely acclaimed entrepreneur, writer and lecturer.

Mackay is scheduled to deliver his keynote address Sept. 25, 8:30 to 10:30 a.m., and Whitlock is scheduled to speak

Sept. 26, 8:30 to 10:30 a.m.

Eskildsen said the U.S. Bank Small Business Conference and Expo offers business people a wide range of seminar topics.

"Operating a small business can be very challenging today. New changing technology effect how we do business today," he said.

Daily seminar topics include: sexual harassment, the Americans With Disabilities Act (ADA), employee health insurance, strategic long-term business planning, financing, international markets, small-business taxes, drug and alcohol testing, alternative funding sources, Workers Compensation, employee relations, market research, advertising, direct-marketing, patents and trademarks, merchandising, and leasing vs. purchasing.

Oregon Downtown Development Association retail specialist Cynthia McBurney, who is scheduled to speak at the U.S. Bank Small Business Conference and Expo, stressed the importance of learning key business principles. She said her experience reveals that 95 percent of small, local, independent retail businesses do not develop a business plan.

"Planning everything from overhead costs to how you intend to manage your employees is critical to your company's success," said McBurney. "A well-defined plan should tell the whole business story before it happens."

Co-sponsors of the U.S. Bank Small Business Conference and Expo are ADP, Apple Computer Inc., The Oregonian and U.S. West Communications. In addition to seminars and exhibits, individuals may participate in a free drawing for more than \$15,000 in products from Apple Computer and Microsoft.

The U.S. Bank Small Business Conference and Expo runs Sept. 24 through 26, 8:30 a.m. to 7 p.m. Complimentary tickets solely for the exposition hall are available at any U.S. Bank branch in Oregon and Southwest Washington. One-time registration fee for keynote speeches and seminars is \$150.

U.S. Bank of Oregon, Oregon's largest bank, is a subsidiary of U.S. Bancorp, that largest financial services company headquartered in the Northwest, with assets of \$19.3 billion as of June 30, 1992. Other U.S. Bancorp subsidiaries include U.S. Bank of Washington, U.S. Bank of California and U.S. Bank of Nevada.

African-American Woman Serves In Leadership Role At The Bush/Quayle '92 Re-Election Campaign

Twenty-two women fill key positions in the Bush/Quayle '92 Campaign. Women staffers are actively achieving in every aspect of the campaign as vital contributors to the success of President Bush in November.

Sharon Mack, Deputy Director of National Coalitions, fits that description. Mack, 33, received her undergraduate and graduate degree from the University of Michigan. An African-American, Mack is one of the highest ranking minorities in the Bush campaign. She joined the Bush/Quayle re-election effort in May, assuming the responsibility of organizing and implementing key outreach vehicles that are designed to meet the concerns of Native-Americans and business women. She also works on education issues.

"President Bush is concerned about reaching the people on the issues, and he is interested in addressing the concerns of the people of this country," Mack said. "There is a place in the party for everyone."

Before arriving to the campaign, Mack served as Personal Assistant to Congressman Gary Franks (R-CT).

The Portland Observer

(USPS 959-680)
OREGON'S OLDEST AFRICAN-AMERICAN PUBLICATION
Established in 1970

Contributing Writers
McKinley Burt
Dan Bell
Mattie Ann Callier-Spears
Bill Council
John Phillips

Publisher
Alfred Henderson
Operations Manager
Joyce Washington
Accounting Manager
Gary Ann Garnett
Public Relations
Chuck Washington
Sales & Promotions
Tony Washington

Production Staff
Dean Babb
Gary Ann Garnett
Rea Washington

The PORTLAND OBSERVER is published weekly by Exle Publishing Company, Inc. 4747 NE Martin Luther King, Jr. Blvd. Portland, Oregon 97211 503-288-0033 • Fax 288-0015

Deadline for all submitted materials:

Articles: Monday, 5:00 pm--Ads: Tuesday, noon

POSTMASTER: Send Address Changes to: Portland Observer, P.O. Box 3137, Portland, OR 97208. Second class postage paid at Portland Oregon.

The Portland Observer welcomes freelance submissions. Manuscripts and photographs should be clearly labeled and will be returned if accompanied by a self addressed envelope. All created design display ads become the sole property of the newspaper and can not be used in other publications or personal usage, without the written consent of the general manager, unless the client has purchased the composition of such ad. © 1991 THE PORTLAND OBSERVER. ALL RIGHTS RESERVED. REPRODUCTION IN WHOLE OR IN PART WITHOUT PERMISSION IS PROHIBITED.

Subscriptions: \$25.00 per year.

The Portland Observer--Oregon's Oldest African-American Publication--is a member of the National Newspaper Association--Founded in 1885, and The National Advertising Representative Amalgamated Publishers, Inc., New York, NY.

SUBSCRIBE

The Portland Observer

THE PORTLAND OBSERVER CAN BE SENT DIRECTLY TO YOUR HOME ONLY \$25.00 PER YEAR.

PLEASE FILL OUT, ENCLOSE CHECK OR MONEY ORDER, AND MAIL TO:

SUBSCRIPTIONS

THE PORTLAND OBSERVER
PO Box 3137
PORTLAND, OREGON 97208

Name _____
Address _____
City, State _____
zip code _____

THANK YOU FOR READING THE PORTLAND OBSERVER

Thanks to The National Law Journal in its September 21, 1992 edition, further light has been exposed to the deliberate practice of racial discrimination in the enforcement of environmental laws in the United States. The publication concluded, "There is a racial divide in the way the U.S. government cleans up toxic waste sites and punishes polluters. White communities see faster action, better results and stiffer penalties than communities where black, Hispanics and other minorities live."

Once again environmental racism has been statistically verified. Yet, still in the suite of the White House, Bush and Quayle still deny that racism permeates federal enforcement policies. The National Law Journal is the most widely read legal newspaper in the nation. The impact of this latest study should finally remove all doubt in the minds of those who believe that people of color have made false accusations at federal and state officials.

The following are some of the key findings of the Law Journal report. "Penalties under hazardous waste laws at sites having the greatest white population were about 500 percent higher than penalties at sites with the greatest minority population, averaging \$335,566 for the white areas, compared to \$55,318 for minority areas." In other words, non-white com-

munities are viewed as being of less worth in terms of enforcement penalties.

"The disparity under the toxic waste law occurs by race alone, not income." This finding proves that it is racism and not poverty that consigns millions of people of color to the life and death horrors of toxic degradation. For African Americans, Latino Americans, Native Americans, Pacific Islanders and Asian Americans the reality of racial discrimination is nothing new. It is, however, important to challenge all forms of racism no matter how pervasive or disguised they may appear.

"For all the federal environmental laws aimed at protecting citizens from air, water and waste pollution, penalties in white communities were 46 percent higher than in minority communities." The result of this kind of unequal protection under the law contributes to the steady rise of the cancer, infant mortality, respiratory disease, and chronic illness rates of people of color communities.

"Under the giant Superfund cleanup program, abandoned hazardous waste sites in minority areas take 20 percent longer to be placed on the national priority action list than those in white areas." And even after people of color

Additional Portland Neighborhoods Qualify For Low-Interest Home Repair Loans Under Expanded PDC Program

Low-interest home repair loans from the Portland Development Commission (PDC) will be available in newly targeted neighborhoods beginning this fall. Homeowners in Kenton, Buckman, Brooklyn, Cully, Brentwood/Darlington, and parts of Lents, Arbor Lodge and Overlook neighborhoods will be eligible. Loans will still be available as well in previously targeted neighborhoods: King, Vernon, Humboldt, Boise, Concordia, Piedmont, Woodlawn, Sabin, Concordia, Eliot and West Clinton.

PDC receives funding for its home repair loan program through the City's Bureau of Community Development (BCD) Block Grant Program. Local and federal guidelines determine which neighborhoods qualify for the low-interest loans. Since 1989 federal block grant monies have been concentrated in inner north/northeast and West Clinton revitalization areas to produce a concentrated impact on Neighborhood re-

vitalization efforts. The decision to expand the program to other neighborhoods was made recently by BCD.

"We look forward to expanding the program into new neighborhoods," said PDC's Neighborhood Housing Preservation Manager Jennifer Gardner.

"We've begun an intensive marketing campaign to let these neighbors know they may now qualify. Funds for the program are limited so we hope people apply right away. We hope to have all loan money out in the community before winter."

Because PDC's home repair money comes from federal Community Development Block Grant Funds, the program is able to offer very low interest rates of 7%, and 3% depending on the borrower's income. Borrowers may qualify for a maximum of \$12,500 to make repairs. To qualify, homeowners must own the home they now live in, need city-approved repairs

or improvements, and meet federal low-income guidelines.

PDC, as the City's agency for urban renewal, housing and economic development, has been committed to helping Portland's neighborhoods through its loan programs for 20 years. Last year PDC helped over 450 homeowners make needed and emergency home repairs. The loans have been used for everything from new roofs, furnaces, exterior paint and carpentry to weatherization projects, security needs, plumbing and electrical work, and much more.

Homeowner qualifying for PDC home repair loans are provided "Neighborhood Pride" signs to display in their lawns. Now new neighborhoods will sport the signs as the City's revitalization efforts expand.

Homeowners interested in the home repair loan program should call PDC's Eastside Office at 823-3400 to see if they qualify.