

The Portland Observer 25¢

Loaned Executives And Volunteer Leaders Guide United Way Campaign



Adolph Evans, Jr.

Several members of the African-American community are devoting their time and skills to United Way of the Columbia-Willamette's 1992 campaign to raise \$21.5 million for community wide health and human care programs.

By donating their time to the fund drive, volunteers keep United Way of the Columbia-Willamette's overhead and fund-raising costs at about 15 percent. Eighty-five cents of every dollar contributed goes to support nearly 180 human-service programs located in Clackamas, Multnomah and Washington counties in Oregon, and Clark County in Washington.

Seona Baldwin, U.S. Bancorp; Mancin Boyd, U.S. Bancorp; Adolph Evans Jr., Northwest natural Gas Company; Paul Jackson, North Pacific Insurance Company; Marty McClendon, Boeing of Portland; Barbara Mitchell, Blue Cross/Blue Shield of Oregon; Charles Odimgbe, Tri-Met; and Dorsie Williams, Standard Insurance Company, are among 70 individuals serving as loaned executives. They work full time raising funds for United Way while employers continue to pay their current



Sena Baldwin



Mancin Boyd

wages and expenses.

In return for their 12-week commitment, loaned executives gain valuable training and experience in communication and public speaking; account, project and time management; and negotiation and goal-setting skills. "The combined efforts of our



Barbara Mitchell



Dorsie Williams

loaned executives and volunteers will have a profound impact on the future of human services in our community," said Campaign Chairman Roger Breezley, chairman of the board, U.S. Bancorp. "Working together, they'll take us to our goal and help our neighbors of all ages and backgrounds."

Urban League Employment Office Connects Job Seekers With Employers

The Urban League of Portland has been helping Oregonians meet their employment goals since 1945.

The League was originally formed to advocate for African Americans who moved to Portland to build ships during World War II and were denied equal access to jobs and housing after the war. Today the League's Employment Department serves people from many backgrounds and offers services to the unemployed, other job seekers, and employers from throughout the Portland metro area.

Approximately 75% of the League's clients are minorities. The League's outreach efforts target minorities and other protected class job seekers (including women, dislocated or disabled workers, and workers over 40). Services are available to all job seekers.

During the last fiscal year the Employment Department placed 160 people in new jobs and helped 1200 people during their job search. All services for job seekers are offered free of charge.

The Employment Office is located at the Urban League Plaza at 10 N. Russell St. in North Portland, at the corner of N. Williams. Service hours are 8:30 am to 5:00 pm Monday through Friday. Job seekers need to call 503/280-2600 to set up an appointment to use services.

Services for job seekers include up-to-date job postings and announcements from employers in Oregon, South-

ern Washington, and Northern California; career counseling; resume writing and interview preparation workshops; on-site interviews with employers; and employment applications from many employers.

"We have more job postings than almost any other public or private employment office in the metro area," says Employment Outreach Coordinator Brenda Sherman-Sanders.

Services available to local employers include prescreening and referring qualified protected class job candidates; assistance with job fairs; assistance with employment-related cultural diversity issues; and assistance with employee retention.

The department is partially funded by local employers, 18 of whom have formed an Employment Partnership with the Urban League. The goal of the Partnership is to help local employers recruit and retain qualified minority job candidates. Employer partners send staff from their human resource departments to work as volunteer job recruiters, career counselors or workshop presenters.

The original partners included First Interstate Bank, Mentor Graphics, NIKE, Standard Insurance and U.S. Bancorp. Since then ARCO, Bank Of America, Boeing Company, Cellular One, City of Gresham, Halton Company, McDonald's Meier & Frank, Nationwide Insurance, Saif Corp., Tektronix, Wacker Silttronic and Zellerbach Paper have joined.

The Employment Office receives

clients through direct referral, networking by staff, and drop-ins. Client traffic has been very heavy in recent months. "We do not limit the number of clients we serve," says Ms. Sherman-Sanders. "With the economy in a slowdown we are seeing a big increase in the number of clients."

Sherman-Sanders says that the most significant barriers to employment for Urban League clients have been transportation, the location of employer offices for interviews, and lack of up-to-date information about job openings. The Partnership is working to solve these problems, through on-site interviews and faster transmittal of job opening announcements.

Changes in Oregon's employment picture have created the greatest barrier in providing service, Sherman-Sanders believes. "Our old industries are being replaced by new, higher tech industries which require skills that many displaced workers don't have. And there aren't enough job training programs to help workers acquire the new skills they need."

The Urban League's Employment Department hopes to expand services in the near future. "We hope to offer job training when funding permits," says Sherman-Sanders. "If we could add another service it would be a database listing of local job openings."

Sherman-Sanders encourages job seekers and employers interested in using the department's services to contact the League at orientation.

Two Elected To Occupational Health Council



Melva Holmes

Melva Holmes of Freightliner Corporation and Linda Jefferson of the City of Portland have been named chair and vice chair respectively, of the executive committee of the Occupational Health Council of Kaiser Permanente.



Linda Jefferson

Permanent to improve the effectiveness of the health maintenance organization's services for workers, both at the worksite and during treatment. The Council also conducts education sessions on topics related to occupational health.

Holmes is an occupational health nurse who's worked for Freightliner for 15 years. A northeast Portland resident, she is a member of the Allen temple Christian Methodist Episcopal Church, and also volunteers with the Portland chapter of the Urban League.

Jefferson is workers' compensation manager for Portland. A Gresham resident, she has worked in health insurance-related field for more than 25 years. She is also a member of the program planning committee for the Oregon Self-Insured Association.

Kaiser Permanente is a group practice health maintenance organization. The nonprofit HMO serves the health care needs of about 375,000 people in Northwest Oregon and Southwest Washington.

Local Employers To Be Honored For Work With Economically Disadvantaged

Ten local employers will be honored at an Employer Recognition Dinner hosted by The Private Industry Council (TPIC) on Friday, October 16th at 5:30 p.m. The dinner will be held at Miller Hall, The World Forestry Center. Keynote speaker at the event will be Governor Barbara Roberts. Mayor J.E. "Bud" Clark will also be recognized for his continued commitment to The Private Industry Council and its mission.

The Private Industry Council is a private, non-profit organization dedi-

ated to providing training and employment opportunities for economically disadvantaged residents of Multnomah and Washington Counties. A primary goal of the organization is placement of participants in unsubsidized private sector jobs upon the successful completion of training.

Employers being recognized have worked with The Private Industry Council for a number of years providing graduates of TPIC training programs jobs which offer living wages, benefits and opportunities for contin-

ued training and upward mobility. Several of the employers being honored have also participated in the development of industry-specific training programs.

Employers being recognized are: Advanced Data Concepts, Inc.; Anodizing, Inc.; Michael Fairchild and Associates; Gunderson, Inc.; Mt. St. Joseph Residence & Extended Care Center; Northwest Paper Box Mfrs., Inc.; Residence Inn by Marriott; TASC of Oregon; Sears Outlet; and Toshiba Ceramics America, Inc.

Mayor Hails Hatfield Announcement Of \$4.37 Million Federal Economic Assistance Award for North/Northeast Portland

"Inner North/Northeast Portland will get a formidable economic boost that will bring positive change to a part of our city that most needs help," said Portland Mayor J.E. Bud Clark, in applauding U.S. Senator Mark O. Hatfield's announcement today of \$4.37 million in federal assistance to fund a comprehensive economic assistance program for the area.

The program, to be administered by the Portland Development Commission (PDC), will uniquely combine business development loans, technical assistance and job training funds targeted to revitalize the economic structure of North/Northeast Portland, build the City's economic base and create jobs for City residents. The program will help implement the North/Northeast Economic Development Alliance's community plan.

"We're deeply indebted to Senator Hatfield for securing a special appropriation for this project," said Mayor Clark. "The Senator has worked

untiringly for well over a year to win approval for this award. Congressman Les AuCoin was also diligent and effective in winning support for the appropriation in the House. Senator Hatfield and Congressman AuCoin along with the other members of Oregon's Congressional delegation have made it possible for us to demonstrate through this program that inner city neighborhoods can be revitalized."

The strategies to be implemented under the new program were developed with the assistance and support of the North/Northeast Economic Development Alliance and numerous other members of the community. The \$4.37 million to be disbursed by the Department of Housing and Urban Development will be divided as follows:

- Business Development Loan Program (60%)
- Training Development Fund (30%)
- Technical Assistance Program (10%)
- The business development loan pro-

gram, will provide the capital to encourage job-generating business development and bring new investment into the N/NE area. The program would provide a variety of different loans:

Very short-term "checkbook" or transaction loans of \$500 to \$15,000 to be delivered through community-based organizations with a constituency base of small businesses in the N/NE Enterprise Zone. An example would be a business that needed \$4,000 to meet payroll, with a \$5,500 receivable due in two weeks. The transaction loan would fill the two-week gap.

Short-term loans for a one-year term or less of from \$15,000 to \$50,000 for any business purpose such as purchasing inventory or paying for services to meet business demands.

Long-term loans of \$5,000 to \$50,000 for small business needs such as capital equipment needed to expand operand operations and add new employees.

Real estate loans of \$10,000 to

\$100,000 for a maximum term of 20 years designed to assist with the purchase and/or renovation of properties in North/Northeast Portland.

The training development fund will provide funds to businesses that engage in substantive training of N/NE Enterprise Zone residents. The goals of this program are to provide job skills to newly-hired Enterprise Zone residents and to add incentives for companies to increase their hiring of Zone residents. Funds will be available for residents hired through the JobNet consortium administered by PDC. Training will be supported only when it helps Zone resident move into careers with long-term job potential.

The technical assistance program will provide aid to North/Northeast business development activities, especially business development loan recipients. Technical assistance will provide a variety of professional services that will facilitate loan origination and support the viability of funded businesses.

Children To Decorate H. Ross Perot Office On Martin Luther King Blvd. On Friday, October 16

The children of the Lazarus Art Society will decorate the Martin Luther King offices of H. Ross Perot on Friday, October 16.

The grand opening of the Perot campaign will be on Saturday, October 17 at 1PM.

The public is invited to "Perot Watch Parties" at each Portland area campaign office:
Downtown....SW 2nd and Salmon (across from the World Trade Center) Phone 221-0036

Eastside....5117 Martin Luther King Blvd.
Oregon City....745 Main Street, Oregon City Phone 655-2346

Watch Party Schedule
Presidential Debate #2 Thursday, October 15 6PM
Perot Informational Friday, October 16 7:30PM NBC
Perot Informational Saturday, October 17 5PM ABC
Final Presidential Debate Monday, October 19 4PM