

M.L.K., JR. BLVD.
BUSINESS IMPROVEMENT ASSOCIATION

Sponsors

Community Service Awareness Classes

Sign-up starts Monday, February 1, 1993 at 6:00PM at 4008 N.E. Martin Luther King, Jr. Blvd. in Portland, Oregon.

Classes will cover, and provide answers to the following questions:
Business Fundamentals

- 1) What is a business?
- 2) What are the four basic business components?
- 3) What is a business profit?
- 4) What is a business credit line?
- 5) What is a business employee?
- 6) When should a business hire employees?
- 7) What is a balanced business budget?
- 8) What is a business lawsuit?
- 9) What is a business loss?
- 10) What do all businesses have in common?
- 11) What are some main causes of business failure?
- 12) What are three business operation structures?
- Business Management And Leadership
- 13) What are five basic rules for making the best decisions?
- 14) What are the seven fundamental guidance principles that are universal to all relationships?
- 15) What are the three things you should protect above all other things?
- 16) What are the four transactional zones?
- 17) What is the universal lesson?
- 18) What are adult objectives?
- 19) What does responsibility really mean?
- 20) Who does opportunity always benefit?

Classes will be conducted by Dr. Thomas Boothe of American State Bank. Boothe, who is also President of the M.L.K., Jr. Blvd. Business Improvement Association, believes that when people, and particularly young people, understand the important benefits that business brings to a community, they will have information by which they can become a part of the solution to their community's problems. All are invited to attend, especially young people and students. Pleased bringing this announcement with you.

AHBAI And Eckerd Donate \$50,000 To United Negro College Fund On Lou Rawls Parade Of Stars

The American Health and Beauty Aids Institute (AHBAI) and Eckerd Drugs recently appeared on the Lou Rawls Parade of Stars Telethon to donate \$50,000 to the United Negro College Fund (UNCF).

This contribution was made possible by the thousands of consumers who purchase AHBAI-member products in Eckerd Drug Stores. This money will benefit hundreds of minority college students throughout the country. Over the past year, AHBAI and Eckerd have donated a total of \$100,000 to the UNCF.

Stewart Turley, chairman of the board and president of the Jack Eckerd Corp., parent company of Eckerd Drugs said, "It is vital that our young people have the opportunity to obtain a higher education so they have the chance to realize their goals and dreams and positively impact the de-

velopment of our nation."

Gerri Duncan Jones, executive director of AHBAI, is enthusiastic about this cause. "Education is extremely important to the entire country -- not just to the Black community. These young people will be our nation's leaders," said Jones. "Eckerd traditionally becomes very involved in the communities where it operates. This takes that commitment one step further," she added.

Eckerd Drugs is a privately-owned company that operates more than 1,600 drug stores throughout the Southeast.

AHBAI is a national trade organization representing the leading Black manufacturers of ethnic health and beauty aids product featuring the "Proud Lady" symbol. It is recognized worldwide as the leading authority and resource in this category.

"Community Stride" Mall Walking Program In Lloyd District

"Community Stride," a mall walking program open to the public and to Lloyd District tenants and residents, will commence with a grand kick off at Lloyd Center Mall on Saturday, January 23 at 1:00 p.m. Pre-registration took place at the mall and at Lloyd Athletic Club January 16 & 17.

The goal of this on-going program is to promote the benefits of physical fitness to the public and to the Lloyd District community. Sponsored by Lloyd Center, Lloyd Athletic Club, and Legacy Health System, the program will include an incentive program for participants,

scheduled walks with volunteer leaders, open and extended mall walking hours, and regularly scheduled educational seminars and blood cholesterol/blood pressure screenings for participants. A one time minimal registration fee is required to participate.

Originated by the Lloyd Athletic Club, "Community Stride" is one of many outreach programs designed to provide unprecedented fitness opportunities for the public. The Lloyd Athletic Club is a well established, 27,000 square feet, full service facility located in the Lloyd District serving over 1000 members.

Victoria Johnson's Attitude

Continued from page 5

and self-esteem, Victoria's techniques for weight loss and weight maintenance will work for men and women of all ethnic and economic backgrounds.

"I'm really just like you. I'm still working, still struggling, still battling my insecurities, still resisting urges to binge, and still doing my best to drown out those old negative tapes playing in my head. I haven't 'made it'; I haven't 'arrived anywhere. My journey continues. Learning and recovering is a lifelong process—we're always in training."

--Victoria Johnson

Johnson is perhaps the most inspirational instructor since Richard Simmons and Jane Fonda.

--Fitness Plus

About the author:

Victoria Johnson was raised in Washington State with 10 brothers and sisters. She has been teaching aerobics for more than 17 years and is certified through ACE American Council on Exercise as well as AFAA (Aerobics and Fitness Association of America). She is also a continuing education provider for ACE & AFAA and travels the world teaching other instructors the latest moves in the industry. Johnson has produced 14 workout tapes that range from Step Aerobics to Body

Sculpting to Funk Aerobics. She has been featured in USA Today, Shape, and Self magazine and most recently, has signed a three year contract as a spokesperson for LA Gear. Victoria Johnson lives in Portland, Oregon and is president of her own Metro Fitness consulting firm.

FEBRUARY IS
BLACK
HISTORY
MONTH

High Ranking Former Federal Officials Urge Clinton To Act Quickly To Improve Civil Rights Enforcement, Address Tensions

The Citizens' Commission on Civil Rights today proposed an action agenda to President-elect Bill Clinton, urging him to make civil rights a priority and warning that economic recovery alone "will not lift the boats of those who are mired in poverty and racial discrimination." On the eve of Martin Luther King's birthday and 25 years after the Kerner Commission issued its historical report, the Commission set forth a series of goals when it released its bi-annual report, *New Opportunities: Civil Rights At A Crossroads*.

Calling the impact of the 1992 disorders in Los Angeles "far more devastating and destructive in the minority community than the counter part events in the 1960s that gave rise to the Kerner Commission," the Commission called upon President-elect Clinton to appoint a task force comprised of Cabinet members to address racial violence and submit a coordinated action plan for dealing with its causes and consequences within 60 days.

"What better way for the president to lead the nation in its observance of Martin Luther King's birthday than for him to get back to the nation's civil rights goals," said Citizens' Commission Chairman Arthur S. Flemming, former Chair of the

U.S. Commission on Civil Rights.

"The nation faces a civil rights crisis that is as severe as the economic crisis that impelled the President to convene an economic summit," warned Citizens Commission Member William L. Taylor, former Staff Director, U.S. Commission on Civil Rights. "Large numbers of minorities and the poor are locked in racial isolation and systematically deprived of the housing opportunities and education, training, health and social services that would enable them to escape their plight," Taylor continued. "Unless these conditions are addressed directly and unless the racial fears that have plagued us for so long are confronted and surmounted, we will continue to be a divided and troubled nation."

Among the recommendations, the Commission urged President-elect Clinton to target civil rights policies to protect the rights of economically disadvantaged citizens, especially those affected by discrimination in employment, housing and education.

The Commission also recommended action to close the health gap between whites and minorities and to provide public services that will remove the barriers faced by persons with Limited English Proficiency. The report noted that often the needed

action is not just increased funding, but major structural changes to meet current needs for creating opportunities.

Ensuring equal educational opportunity should be a top priority for the Clinton administration," Commission member and former House Education & Labor Committee Chair Augustus F. Hawkins said. "If our nation is to be strong and competitive, we need a real commitment to both equity and excellence in education. The new Administration should move quickly to remedy the gross underfunding of Head Start and Chapter One."

"The regression in civil rights enforcement during the 1980s took a severe toll. America needs a federal government that recognizes that the legacy of discrimination and segregation is still present in virtually every facet of our society. President Clinton must make a serious and sustained commitment to addressing these inequities," said Commission member William H. Brown III.

The 450-page report includes data on the status of women and minorities, and in-depth analyses of racial isolation, fair housing, equal employment opportunity, voting rights, the rights of the disabled, hate crimes and several other topics.

College PreView Announces 3rd Annual \$10,000 Freedom Of Speech Essay Contest

College PreView Magazine, America's #1 national guide to college opportunities, is sponsoring its Third Annual Freedom of Speech Essay Contest. This scholarship, which is geared toward minority students, is worth \$10,000 and is probably one of the easiest steps any high school student could make toward a college education.


The topic for this year's essay is "Malcolm X: Who was he and how has the new recognition of his life affected you?"

Students are asked to submit a 500 word essay that is double spaced, typed, or legibly written on plain paper.

The minimal criteria for the scholarship is that students must be a minority high school junior or senior for the 1992-93 school year and planning to attend a college or university. The deadline to receive entries for the essay scholarship contest is February 26, 1993. Parents, teachers, and counselors, are encouraged to help their

students get an early start in applying for this tremendous scholarship opportunity, that also includes other great prizes.

Complete information about the essay contest is in the Jan/Feb '93 issue of College PreView magazine. To get your official entry form, send \$3 in check or money order to College PreView, 250 Mark Twain Tower, 106 West 11th St., Kansas City, MO. 641-5-1806.




"Lift Every Voice And Sing"

*Lift every voice and sing,
Till earth and heaven ring,
Ring with the harmonies of Liberty;
Let our rejoicing rise
High as the listening skies,
Let it resound loud as the rolling sea.*

*Sing a song full of the faith that the dark past has taught us;
Sing a song full of the hope that the present has brought us;*

*Facing the rising sun of our new day begun,
Let us march on till victory is won.*


James Weldon Johnson (1871-1938)



Written by James Weldon Johnson and set to music by his brother, Rosamond, "Lift Every Voice and Sing" was known for decades as the Negro National Anthem. It was first performed on January 12, 1900 by 500 school children at a celebration for Abraham Lincoln's birthday.

In the years that followed the school children continued to sing the Anthem. And when some of them became teachers, they taught it to their pupils. In less than twenty years, the moving words and stirring music of this Anthem were being sung throughout the South, as well as other parts of the country.

Today, it still speaks so eloquently of hope, promise and perseverance. R.J. Reynolds salutes and supports African-Americans in their quest for a bright future.



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