

US West Solutions For Common Small Business Problems

(A Portland Observer Exclusive)

Small businesses can harness the power of US West's network to provide better customer service and operate more efficiently.

Business Voice Messaging Service has proven very popular with business people throughout US West's 14 states, with over 100,000 users of the service. It is now available in Portland.

Most small business owners say Business Voice Messaging is a practical way to link up with other people. Studies show 65 percent of business people spend up to two hours a week just trying to reach others on the phone, and 75 percent of callers accomplish nothing on the first try, reaching a busy signal or leaving a call-back message.

Two-thirds of business calls are considered less important than the work they interrupt, and half involve only the one-way transfer of information. For a small firm with a minimum staff, the cost of time spent in unproductive business communications is dear.

US West Business Voice Messaging eliminates busy signals by answering incoming calls—even more than one at a time—when the phone is in use or can't be answered. It reduces "telephone tag" and controls business interruptions, allowing messages to be retrieved, when time permits, from any touchtone phone.

Because US West Business Voice Messaging responds to callers with the business persons' own voice, it enhances the image of the business while making sure important messages aren't missed. These capabilities give a real advantage to small businesses and can even be "deal-saving" to the one-person office.

Caller I.D. service has also proven popular to help small businesses run better by allowing them to take advantage of new technology at an affordable price.

With US West Caller ID, the business can identify who's calling before ever picking up the phone, and is a way to efficiently screen and prioritize calls as well as personally

greet customers. Knowing who is on the line before answering helps polish the business image; the business owner can give a more personal level of customer service. If it's a expected call, the owner is prepared to reply as the call is answered. Caller ID acts similar to a receptionist.

When the call comes in, the name, telephone number, date and time is automatically stored in a special display unit whether the call is answered or not. Not only can the business maintain a record of calls received, the record allows returning missed calls.

With US West Caller ID, a small business has an efficient, cost-effective solution to improving customer service and productivity through better management of business calls. Caller ID saves time, helps manage call volumes, provides a method to screen calls and control interruptions, improves overall business efficiency. Caller I.D. is available in most areas for a monthly fee, and an additional

read out device is required. Call US West for more information.

Ups and downs in business volume creates numerous problems, especially for the small business. Some times are busy, some aren't. So how can a small business owner and manager plan telephone service to accommodate the ups as well as the downs?

Cost is always a factor for small business. Why pay for extra phone lines you don't need all the time? On the other hand, can you risk losing business if your customers can't always get through?

Is it worth having an extra line for occasional fax or modem messages, or do you just try to squeeze them in on a regular business line when one is available?

US West has responded to small business managers' concerns that they need a way to expand and contract their phone service with changes in business activity. The need is a low cost line for low use applications.

The solution is US West Stand-By Line, a new business line option

now available in Portland. For less than the price of a regular business line, plus 3 cents per minute of use, businesses can have Stand-By Line ready and waiting to handle those extra calls.

Stand-By Line is designed to meet the needs of smaller businesses to cost effectively expand and contract their telephone service according to calling volume. It is a regular basic exchange line with metered billing capability on incoming and outgoing calls.

It provides businesses a cost-effective way to minimize missed calls, save time, increase productivity and improve their ability to attract and retain customers. The line is active at all times.

Stand-By Line can be used as a roll-over line to help manage incoming call volume when used with a call forward busy line feature. As a stand-alone separate line, it is a lower cost alternative for low use applications such as credit card verification, facsimile and data transmissions.

The service is priced less than the monthly rate for a regular business line, plus 3 cents per minute of use. Comparison with current business line rates illustrates the potential savings.

STAND-BY LINE MONTHLY RATES	
SIMPLE-COMPLEX	
Basic business line	\$30.87- \$35.88
Stand-By Line	\$18.00- \$18.00
Difference	\$12.87- \$17.88

Stand-By Line minutes of usage to equal monthly business rate: 429 596

The one-time new installation charge for Stand-By Line is \$31.00, the same as a regular business line. A standard service charge of \$15.00 applies when Stand-By Line replaces another existing line.

For more information on these or any other small business services, please call US West at 242-3384.

State CORE Head Says School Choice Key Issue In Black Community



Celes King, III, State Chairman of CORE

be on the November 2 general election ballot as Proposition 174—very serious thought.

"The issue of school choice has generally been associated with white conservatives," acknowledges Celes King, III, state chairman of CORE, "but the reality is that African children have also not benefited from the existing educational system."

"We must ask ourselves," King added, "what are we doing today to guarantee educational opportunities for our youth for tomorrow? We are going to have to make education the key to black and minority survival."

King urges all African American taxpayers to take a close look at the school choice issue before making a decision on November 2. "This is something this community should study very closely to see if Proposition 174 is the way to go," King reasons.

King says his cursory analysis of the issues connected with school

choice seems to indicate:

"the existence of school choice in the state gives parents more say about the education of their kids."

• Under Prop. 174, public school teachers will still have to be state-certified, "and would be held accountable to parents, because it would be much easier to transfer their children to a different school if one is unhappy with the current one."

• Sine Prop. 174 calls for tests based on national standards, "there seems to be a greater likelihood for individual student improvement. These tests are designed to provide real accountability for parents, taxpayers and the state."

• Prop. 174 provides student tuition funds (\$2,600 per student) only to parents and their children. Like Cal Grants and the G.I. Bill, a student can use the voucher to go to any school of his or her choice.

UO Buildings Lab Releases "Energy Scheming" Software

A new software tool that allows architects to think about building form and energy use together from the beginning stage of design has just been released by researchers at the Energy Studies in Buildings Laboratory in the University of Oregon Department of Architecture.

"Energy Scheming," unlike current evaluations of energy efficiency that take place after the design is completed, is intended for use during the schematic design phase of a project. It's during this early stage that design decisions have the greatest impact, says G.Z. Brown, UO professor of architecture and co-author of the software.

Brown says the software is ideal for architects because the human designers can work intuitively while "Energy Scheming" takes over the calculations and evaluations.

"The user simply sketches on-screen, imports a drawing from any Macintosh program, or scans a drawing or photograph onto the screen," Brown said. "Then, using a graphic tool such as the digital tape measure, the architect 'takes off' the locations and dimensional data such as areas and lengths by tracing the on-screen draw-

ings." "Energy Scheming," Brown says, allows the user to think in architectural terms while the software thinks in engineering terms.

He said the software is able to calculate for more building types and energy conservation strategies—such as passive solar heating, night ventilation of mass, clear sky and overcast sky daylighting, and cross and stack ventilation—than many other energy software programs.

"Energy Scheming" calculations afford immediate rule-of-thumb guidance at the beginning of the design process when basic organization and massing are chief concerns.

"At this point in design, precise predictions are not critical," Brown pointed out. "For this reason, the algorithms programmed in the software are simplified, which reduces the calculation time and allows a quick ball park, evaluation and comparison of alternatives."

"Energy Scheming" evaluates a building's energy load for 24-hours for four selected days. The tool gives building load evaluation both in bar and tabular form, broken down by the

hour of day and by the building element. This detailed graphic report then can show either net gain or loss, or which element, such as wall or window, is causing excess loss or gain for any given hour or day.

"Energy Scheming" works with a Macintosh portable, so it is well-suited to field work, says Brown. He estimates that an architect who is Macintosh-literate can learn the program in a day.

Brown also maintains that the software is a great teaching tool. The same house design can be analyzed for two different cities—Phoenix and Minneapolis, for instance—to show the differences in energy performance caused by location.

The research for "Energy Scheming" was funded by the Bonneville Power Administration, the U.S. Department of Education's Fund for the Improvement of Post-Secondary Education, Apple Computer, Inc., and the U.S. Department of Energy. The software was co-written by Brown and Tomoko Sekiguchi, a senior research assistant.

For more information, call Brown at (503) 346-5647.

Send your letters to the Editor to:
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New Head Of NAACP To Be Awarded National Racial Justice Medal



Benjamin Chavis, Head of NAACP

The Rev. Dr. Benjamin F. Chavis Jr., newly-appointed executive director and chief executive officer of the National Association for the Advancement of Colored People, will be awarded the Charles Earl Cobb National Racial Justice Medal at the 3rd annual National Racial Justice

Awards Dinner to held October 22 in Washington, D.C.

Other recipients of national racial justice medals will be Charlayne Hunter-Gault, a national correspondent for the MacNeil/Lehrer NewsHour and Kenyon C. Burke, unit director and associate general secretary of the Prophetic Justice Unit of the National Council of Churches in the U.S.A.

Bernice Powell Jackson, newly-appointed executive director of the Commission for Racial Justice, said, "We salute our honorees who we believe have exemplified exceptional work in the struggle for racial justice. I extend a special salute to Dr. Chavis for his well-deserved recognition as this year's recipient of the Charles Earl Cobb National Racial Justice Medal."

The medal is so-named in recognition of historic and unprecedented contributions of Charles Earl Cobb Sr., executive director emeritus of the Commission for Racial Justice of the United Church of Christ. Cobb was

one of the key founders of the National Committee of Black Churchmen in the 1960's and provided effective leadership in mobilizing the black church across denominational lines into the forefront of support for the civil rights movement.

For the past two years, the Commission for Racial Justice of the United Church of Christ has recognized and saluted those individuals who have demonstrated an extraordinary commitment to ensure equality for all.

The awardees were selected by the Executive Committee of the Commission for Racial Justice.

The dinner is hosted by the Commission and is designed to provide a national moment of fellowship and reflection on the historic and contemporary struggle to make racial justice a reality in the United States and throughout the world.

"Our purpose is to honor and pay tribute to those who have made outstanding contributions in the pursuit of racial justice and freedom," Jackson said.

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