

CAREER & BUSINESS

PGE Employees Trying To Enrich Education One School At A Time

Portland General Electric Co. (PGE) is planting several seeds to improve public education one school at a time. Franklin High School in southeast Portland and Ockley Green Middle School in north Portland are two of six schools selected by PGE to participate in its new educational outreach pilot program called One School at a Time. Embracing a holistic approach, the program will focus on blanketing students, teachers and parents with many resources—from providing volunteer readers and assistance with other tutorial programs to coordinating student internship opportunities.

Employees nominated 29 schools from PGE's service territory to be a part of the program. Of those, six were selected as part of the pilot, but the number of participants is likely to increase each year. Teachers and administrators at Franklin High and Ockley Green Middle schools will suggest ways that PGE can help. Assistance could include:

- Employee volunteers to help tutor reading.
- Teacher workshops and resources such as learning kits, videos, tours and classroom programs.
- Workshops to help parents develop understanding, confidence and skills

needed to support their children's education. PGE would provide funding for skilled non-profit groups to conduct workshops.

Special programs like Junior Achievement, Birds of Prey energy and environmental awareness program, hydro plant tours, Stop Oregon Litter and Vandalism (SOLV) and others.

While some of these ideas are not new, what is different is PGE's approach.

"In the past, we've had a lot of good programs, but now they are more targeted to meeting the needs that our employees and the schools say they

have," says Kathy Carlson, PGE Community Resources Manager. "This program is also intended to be a sustainable effort—directed at each school's individual needs and driven by PGE employees with company support year after year."

"The employees behind the One School at a Time very often have children who attend the targeted schools and they are very involved in school activities," adds Carlson. "In other words, they have a pretty good idea of their schools' needs and can act as the go-between in getting the right resources to meet those specific needs."

Portland Schools' Superintendent Jack Bierwirth is pleased with One School at a Time, as well as happy about the trend.

"All of us realize that it is up to everyone to make a difference in the schools and in our community," says Bierwirth. "PGE, the company and the people that work for it, are clearly a part of that future and part of making that difference," he adds.

"One School at a Time is a good program for PGE because, historically, company employees have been enthusiastic volunteers and because this program could serve as a model for other busi-

nesses," says Fred Miller, PGE Vice president of Public Affairs. "Besides that, nothing is more important than kids, and we want to marshal dollars to our most important resource. One School at a Time is a good way for us to do that," adds Miller.

Other schools selected for the program include John Wetten Elementary School in Gladstone, Edwards Elementary School in Newberg, Highland Elementary School in Gresham, and Bethany Elementary School in Beaverton.

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:

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.

First Interstate Bank Launches Community Advisory Council Program

In an extensive new program designed to closely analyze banking needs in the communities it serves, First Interstate Bank has announced it will be forming 16 Community Advisory Councils in Oregon. The groups will be part of a program of more than 40 councils throughout First Interstate's Northwest Region which includes Washington, Oregon, Idaho, Montana and Alaska.

There are 168 First Interstate Branches in Oregon.

"We believe that an important, even vital, element to our continuing success in the marketplace is our ability to determine local needs, and to review the match between our products and those needs," said Janice Wilson, Area President.

The councils, made up from to five to seven community members

will include representatives from areas such as housing, small business, minority groups, economic development, and others.

"While we expect some immediate feedback when the councils begin work," said Wilson, "This is just the first step of a long-term program to help First Interstate increase its responsiveness to the often unique local

needs of the wide range of communities we serve in Oregon and throughout the Northwest."

Potential council members are in the process of being contacted.

With 1,000 banking offices in 13 western states, First Interstate Bank has been meeting the financial needs of Oregon residents since being established in 1865.



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