

H O U S I N G

The
Portland
Observer

Jobs Move To Portland From California

Housewares Importer Comes To Town

With the help of the Portland Development Commission, Portland will welcome to town a new company and new jobs on March 10.

Richards Homewares, Inc. is a 55-year old manufacturer and importer of housewares, with offices in both the Los Angeles and New York City areas. Richards deals in closet storage and home organization products, as well as protective covers for outdoor furniture and barbecues imported from Hong Kong and Taiwan.

The company employs 15 people at its Long Beach, California office. Annual sales are in the \$4-5 million range.

Needing a much larger facility for his growing company and no longer satisfied with the quality of life in Los Angeles, Robert Frelander, owner and president of Richards Homewares, Inc., began in 1991 to look for another West Coast location.

Reports Frelander, "It is important for an import company to be near the Pacific Rim. We started to look at our options.

Frelander contacted the Portland Development Commission to learn more about Portland. As for any

business, the skills of the workforce were important, and Richards was especially interested in the quality of marine, truck and air transportation in the region.

PDC worked closely with the company over a lengthy period of time, answering questions and addressing concerns. PDC forwarded information of the North/Northeast Portland Enterprise Zone and on the loan programs PDC and the Oregon Economic Development Department make available to businesses coming to town.

But Mr. Frelander was also interested in the quality of life in Portland. "The more I learned about Portland, it seemed like a great place for my employees to settle down and raise their families," Frelander raves. "My whole staff talked it over and over, and we decided Portland was the place for our company."

Richards Homewares needed two things to move, and Frelander again turned to PDC.

First, the company had to have a home. PDC provided industrial property inventories giving Frelander a feel for the Portland market.

Frelander worked with commercial broker Norris Beggs & Simpson to find a building. Richards purchased a 35,000 square-foot building located at 3810 North Mississippi in the Lower Albina Industrial Area.

Second, Richards needed high-skilled employees. Five members of his current staff are joining Frelander on the move north. So along with Frelander and his company comes jobs for Portlanders, five or six at first, with more soon to follow.

To recruit top notch local people for his business, Frelander turned to PDC's JobNet program. JobNet links new and expanding companies to qualified workers from the Portland area. Frelander reports that he is very pleased with the skills and character of the people JobNet has sent his way.

One Stop Shopping For Energy

The Department of Energy now provides one-stop shopping for people who need information on energy efficiency and renewable energy technologies.

The newly-named Energy Efficiency and Renewable Energy Clearinghouse (ERC) now handles inquiries ranging from simple requests for fact sheets, videos, and brochures, to complex technical inquiries at one toll-free number, 1-800-523-2929.

The clearinghouse resulted from the consolidation of the Conservation and Renewable Energy Inquiry and Referral service (CAREIRS) and the National Appropriate Technology Assistance Service (NATAS).

In addition to general information inquiries, the clearinghouse provides tailored responses to technical inquiries and business assistance on financing for energy-related businesses.

Plans are in the works to add service for the hearing impaired and communication through internet, a world-wide computer communication network.

Pastor Max Garza: From Gangs To God

by Promise King

He had strolled the street of Los Angeles with gangsters and with guns. He was involved in street crimes and crack. He relied on his martial arts to perpetuate his whims. He burgled and destroy properties. And now he pastor the Portland Victory Outreach overseeing drug-recovering programs all in northeast Portland. He is hispanic American. He is Max Garza. He has a mission- to bring hope to those who have been ravaged by illicit drugs. To encourage the gang members to adopt a better positive lifestyle. "The alternative we offer is a better lifestyle. We offer this because we are for the Lord", said Garza with slight hispanic accent.

Garza, himself got into a recovering process twelve years ago and today he says, "I wanted to get out, I didn't know how to get out until I was threatened to death", Garza confessed. "I saw myself without purpose, without destiny then I stopped and say I need to get out of these mess," he explained.

The pastor church is sponsoring a drug and gang prevention drama called "Ain't No Sunshine In The Hood". It's a stage drama that will portray the life styles of young men and women caught in the web of drug addiction, gang violence, and crime throughout inner-cities of America.

"The purpose of this drug and gang prevention drama", pastor Garza explain "is to bring awareness to parents and youth of the terrible effects of gangs and drugs."

"We hope and pray that through this drama many young men and women will have a complete turn around in their life", Garza prayed.

The drama is schedule to hold at Benson High School from 8:30pm in the evening on Friday the April 29th.

Agreement With PDC Brings Pacific Gas Transmission Company Headquarters One Step Closer To Construction

Pacific Gas Transmission company (PGT) and the Portland Development Commission (PDC) have signed a full Disposition and Development Agreement-an important step toward the construction of a new PGT corporate headquarters at the south end of RiverPlace in the South Waterfront Urban Renewal Area.

The new building, valued at \$21 million, will be the first major headquarters to locate in the Central City in over a decade and will be a great boost to the entire downtown business community and RiverPlace development. Full execution of the agreement remains contingent upon final finance and construction documents being negotiated which are expected by next month. Construction is expected to begin in June with occupancy scheduled for summer 1995.

The eight-story, 170,000 sq. ft. building will be developed and owned

by Gerding Investment Company, designed by the architectural firm of Mackenzie/Saito & Associates and built by Hoffman Construction Company. All three are Portland firms.

PGT is currently headquartered in San Francisco. The company owns and operates an interstate pipeline in Idaho, Washington and Oregon that primarily transports Canadian natural gas to the Northwest and California. The company is moving headquarters north to Portland to be closer to its facilities and serve its customers with maximum efficiency.

As the city's agency for urban renewal, housing and economic development, PDC led the city's effort to bring PGT to Portland and negotiated the development agreement. "We are extremely pleased that plans for PGT's new headquarters are moving in to the development phase," said

PDC Executive Director Jan Burreson. "PGT will make an excellent new corporate citizen. The public investment in new roads and infrastructure at RiverPlace is paying off now and will continue to do so as additional development comes to the South Waterfront."

PGT has agreed to comply with the Commission's Emerging Small Business (ESB), Minority Business Enterprise (MBE) and 'Women Business Enterprise (WBE) programs in awarding its construction contracts. PGT has also entered into a First Source Hiring Agreement with PDC's JobNet program assuring a percentage of new jobs go to residents of North/Northeast Portland. JobNet has already begun to fill some entry level positions. It is anticipated that PGT's presence here will translate into some 170 jobs and a \$9 million annual payroll.

City Helps Cut Energy Bills For 10,000 Families

City Commissioner Mike Lindberg will join Portland General Electric to celebrate their partnership in weatherizing low-income apartments. Ten thousand lower-income apartment units are more comfortable and affordable because of the City's partnership with PGE and other utilities. A tree was presented to apartment owner Martin Shore and planted by Lindberg on Thursday, April 7, at 10:30 a.m., at the Place Avanti Apartments, 3602 SE 29th Place, Portland -- the complex which marks the

10,000th apartment unit to be completed.

Energy bills for the 10,000 apartment units have been reduced by more than \$500,000 annually as a result of weatherization improvements. "Thousands of families have more money in their pockets because of this weatherization program. Energy efficient apartments cost less to heat and the money saved on utility bills can be spent on other needs," Commissioner Lindberg pointed out.

The City of Portland Energy Office houses a one-stop-shop for apartment owners to assist in upgrading the energy efficiency of their properties. The program helps owners receive cash rebates and tax credits that pay up to half the cost for upgrades like attic insulation and energy efficient windows. Owners in the Portland area have spent \$8.5 million improving their properties through the City's program. The goal of the program is to weatherize 20,000 units by the year 2000.

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Target Partners With Habitat For Humanity

To Build A House In Portland

Target Brings Its "Building a Wonderful Life" Program to Portland

Target employee volunteers will help build a house for a local family in need this summer in Northeast Portland as part of a national partnership between Target Stores and Habitat for Humanity.

This project was made possible through Target Stores' nationwide "Building a Wonderful Life" program, which provides funding and people power to build homes in Target store communities throughout the country. In 1994, Target has pledged to build a new home in metropolitan areas where it will open new stores - with a total of 38 Habitat homes in 17 states this year, including the home in Northeast Portland.

Construction of the house located at 1142 NE Dean Street will begin in May and is scheduled to be completed in July will team with employees from surrounding Target stores to help saw boards, hammer nails and raises walls of the new home. Target volunteers will work side-by-side with Habitat for Humanity and the partner family for this project.

"Habitat for Humanity is based on the concept of people helping people in need," said Ben Schonberger of Portland Habitat for Humanity. "Through this partnership, Target employees will show what can be achieved when people work together

to help each other. Habitat for Humanity is very excited to be working with Target on the 'Building A Wonderful Life' program."

The partner family will be selected by the Portland Habitat for Humanity. Families are qualified based on need, income, character, their ability to repay a loan and their willingness to invest hundreds of hours of labor to help build the house.

"Target has made a long-term commitment to work with Habitat for Humanity, a program that helps families who are in need of decent, affordable housing," said Gail Dorn, director tradition of volunteerism and we support programs that strengthen the family environment. We especially like this program because it gives hard-working families who are at a financial disadvantage a new start in life."

The "Building A Wonderful Life" program was inspired by the key messages of philanthropy and community giving found in the classic holiday movie, It's a Wonderful Life. The program was launched by Target last holiday season.

Minneapolis-based Target Stores is a quality retailer with 567 stores in 32 states coast to coast. It is the largest division of Dayton Hudson Corporation, one of the nation's leading retailers.

All-Star Group Of Musicians Gather To Celebrate Earth Day

A diverse group of national and regional musicians are set to lend their voices in support of Earth Day '94. Over a dozen performers will grace the main stage during the two

day event, representing stylers from folk to rock, country to world beat.

Friday night's program will showcase The Philo 20th songwriters in the country.

0% INTEREST

Home Improvement Loans



City of Portland home improvement loans are available at 0%, and 3% interest, depending on your income. If you are a homeowner, you may qualify to borrow money from the Portland Development Commission (PDC) to make your home and neighborhood an even better place to live. At these rates, you can't afford not to call and find out about your eligibility.

Your chances of qualifying for one of these loans are very good if you own your home, need city-approved repairs or improvements, and meet our income guidelines.

If you have questions, or would like to find out if you qualify for a loan, call PDC's Eastside Neighborhood Housing Preservation Office at 823-3400, Monday through Friday, 8 a.m. to 5 p.m. City funds are limited for this program, so call today to begin enjoying the benefits of your home repairs.

PDC is the City's agency for urban renewal, housing and economic development. The home repair loan program is funded through a federal Community Development Block Grant administered by the Bureau of Community Development.

