

MINORITY ENTERPRISE DEVELOPMENT

Julia's, The Ultimate Collection

Julia's is all about hand-crafted, beautiful and unique gifts. And the unusual and well-priced are this store's specialty.

Julia Gail Pollock has been in business seven years at 1016 S.W. Morrison in Downtown Portland.

She owned her own antique business for 13 years before opening up her own store.

Julia makes every effort to make her store a positive experience for shoppers and those who just want to browse.

"Come in and enjoy yourself," she said. "I try to make it like a home."

Many of her arts and crafts represent ethnic cultures from all over the world. Everything from Chinese porcelain to jewelry to Peruvian icons on canvas.

"I'm doing this out of love, it's just fun," she said.

There's only one Julia's, it's a



Julia Gail Pollock

store with individual touches, a welcome departure from chain stores.

"I look for things that are interesting and if it makes me smile I know it's right for the store," she said.

Trade Career Classes Open

Many Oregon Tradeswomen Network members got their start in the trades through B-FIT (Building Futures in Industry and Trades).

This is a pre-apprenticeship training program for women who want to have careers in the building and construction trades.

The six-month program provides hands-on experience in many basic skills, as well as trade math, job search and interviewing skills.

Classes are held at the Rock Creek Campus of Portland Community College.

Fall term classes started Sept. 19. Some scholarships are available.

Call 244-6111, extension 7432, if you have any questions or to schedule an information session. As the B-FIT motto says, "We can do it!"

Clinton Administration Official Impressed With Portland's New Efforts In Minority Convention And Tourism Marketing

Greg Farmer, U.S. Department of Commerce under Secretary for the U.S. Travel and Tourism Agency meets with Roy Jay of Portland, Oregon to voice his support for more minority economic empowerment in the multi billion dollar convention and tourism industry.

"I am very impressed with cities such as Portland and New Orleans which has established separate funding for minority marketing efforts", said Farmer.

Farmer, a Clinton administration appointee was a speaker at the African American Travel and Tourism Association convention held in New Orleans in September. Jay, a native Oregonian, heads the Oregon Convention and Visitor Services Network, was recently elected national vice president of ATTA.

Over 600 attended the event including mayors, government officials, representatives from convention and visitor bureaus, hotels, airlines and other tourism related in-



Greg Farmer (left) meets with Roy Jay of Portland

dustries. Black conventions and tourism represent nearly \$30 billion annually and growing, according to industry experts.

Oregon convention and Visitor Services, a minority owned firm, is

contracted by MERC/METRO to enhance minority convention and tourism marketing efforts in conjunction with the Portland Oregon Visitors Association and various Portland area hotels.

Commercial Broadcast Ownership

The percentage of commercial broadcast stations owned by minorities rose in 1994 -- but only to a slightly higher level than it was in 1992, according to the National Telecommunications and Information Administration's (NTIA) Minority Telecommunications Development Program survey, 1994 Analysis and Compilation by State of Minority-Owned Commercial Broadcast Stations. The annual survey, shows that while the percentage of stations owned by minorities increased by -- .2% from 2.7% in 1993 to 2.9% in 1994 -- that slight increase represents only a .1% increase over the 1992 level of 2.8%.

The total number of commercial broadcast stations owned by African

Americans declined by 7, from 200 stations in 1993 to 193 stations in 1994. An increase in Hispanic ownership of stations from 94 in 1993 to 120 in 1994 accounted for most of the .2% overall gain. Asian-American ownership increased by 2 stations, from 3 in 1993 to 5 in 1994. Native American ownership remained steady at 5 stations, the same level it has been since 1992.

"While the modest increase reflected in this year's survey is good news, it is troubling that minority ownership of broadcast stations has not increased significantly during the last decade," said Larry Irving, assistant secretary for Communications and Information and NTIA Administrator. "This trend continues de-

spite the fact that minorities now comprise more than 24 percent of the U.S. population and are becoming an increasingly significant part of the nation's demographic and economic profile."

"As we continue to deploy a national information infrastructure (NII) we must also seek to ensure equal opportunity at the most fundamental levels of the nation's information superhighways, including broadcast station ownership," Mr. Irving said.

NTIA will continue to monitor and review minority ownership to determine what regulatory and economic reforms may be appropriate to help increase levels of minority ownership.

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