

Seminar Offered On Small Businesses

In a highly competitive marketplace, quality is a distinguishing, perhaps even unique, characteristic that can help businesses large and small, new and established, set themselves apart from their competitors and build a strong, loyal customer base.

On Friday, January 20, 1995, the Oregon Quality Initiative (OQI) and First Interstate bank will offer a half-day seminar called "Getting Started: An Introductory Executive Forum on Quality for Small Business."

"One true differentiation for any type of business is the ability to consistently meet or exceed its customers current and future expectations," said John Deller, First Interstate's senior vice president for service quality, "and OQI consistently provides top-notch programs and services on quality."

The program will be held from 7:30 am to 1:00 pm in Two World Trade Center in downtown Portland.

The presentation is designed to offer company owners, chief executive officers, general managers and other senior executives an opportunity to discover the relevance of quality to small and mid-sized businesses and to become familiar with the common sense principles of quality management.

There is an \$80.00 registration fee for OQI members; non-members may attend for \$120.00. The registration fee includes all program materials, a continental breakfast and a networking lunch.

More information about the program and OQI is available by calling the Initiative's office, 503-224-4606.

"We've been able to see the benefits of applying Total Quality Management principles within the bank," said First Interstate's Linda Tubbs, a senior vice president and the bank's senior commercial lending officer in Portland, "and this OQI program allows us to work with other companies committed to making quality an essential part of their operations."

OQI is a private, not-for-profit corporation that seeks to enhance

the competitive stature of small and mid-sized companies and organizations in Oregon and Southwest Washington. This corporation is funded in part by a grant from the Oregon Economic Development Department and by member dues and fees for products and services.

Host Families Needed For Exchange Students

ASSE International Student Exchange Programs (ASSE) is seeking local HOST Families for boys and girls from Scandinavia, France, Italy, Spain, Portugal, Germany, Holland, Britain, Poland, Czech Republic, Slovakia, Switzerland, Mexico, Japan, Australia, New Zealand, Brazil, Canada, and the Newly Independent States of the former Soviet Union, 15 to 18 years of age, coming to this area for the upcoming high school year.

These personable and academically select exchanges students speak English, are bright, curious, and anxious to learn about this country through living as part of a family, attending high school, and sharing their own culture and language with their newly adopted Host Family.

The students are sponsored by ASSE, a nonprofit, public benefit organization, founded by the Swedish Ministry of Education. ASSE also cooperates with the Canadian Provincial Ministries of Education and is approved by the Australian and New Zealand Departments of Education. ASSE is the only organization with these credentials.

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