

Homelessness: The State Of Portland's Very Poor

Speakers: Gretchen Kafoury, Portland City Commissioner; Jean DeMaster, Director, Multnomah County Adult Home Care

Where were you during those frozen mid-February evenings? Were you at home, watching the snow pile steadily on the front lawn from behind a foggy livingroom window?

You're one of the lucky ones. For many of us, on our daily stroll through the streets of Portland's downtown, it's become too

easy to ignore the uncomfortable sight of the people we pass -- people without front lawns, without livingroom windows, without homes...

Without hope. This week, Jean DeMaster and Gretchen Kafoury, two of Portland's leading advocates for the homeless, and two designers of 1994's Shelter Reconfiguration Plan, will address

the ongoing plight of the homeless in Portland, and will "chart a new course for the next phase of work."

Benson Hotel, Mayfair Room. Program 12:15-1:15 pm. Luncheon reservations and cancellations, call 222-2582 by 2 pm Thursday, March 16; \$11 members, \$15 non-members. Coffee tickets available at the door, limited free seating in back.

Hopson: Portland's Prince Of Hope

Continued from front

giate and employment opportunities for high school students, serving about 80 students.

Following a successful second summer camp, which catered to middle school students, a new program through Portland public schools was created to provide academic monitoring and in-school instruction for the camp students.

SEI launched into the Columbia Villa Youth Project in 1986, extending their services to about 300 students. These sessions were the basis for SEI's at-risk programs. It launched its current year-round prevention programs in 1988, serving co-ed students at Ockley Green, Tubman, and Whitaker middle schools and Jefferson High School. In 1989, the agency began its elementary school programs at Boise-Elliott,

Humboldt, and Woodlawn Schools.

"Everything has continued to grow. We serve about 700 kids a year," Hopson said, wryly, as if implying they could do better.

The service SEI provides are free. And over the years SEI has garnered many awards.

The organization was named one of President George Bush's "Thousand Points of Light" for outstanding community service in 1990. It received the "Oregon Award for Public Service" and has been named one of the top 20 community-based programs in the country by the national office of Drug Control and Policy.

The agency also won an award from Bishop A.L. Hardy Academy of Theology.

In spite of these glorious recognitions, Hopson said his joy does not lie in the numbers of awards, but in the number of kids whose lives have

been changed for better.

"I'm excited because we've been able to create opportunity and options for the less privileged," he said.

Hopson said he's trying to keep it simple and run it with high degree of integrity.

"We want to be extremely professional while still maintaining our cultural identity," he enthused.

SEI's success story, according to Hopson, is a combined effort.

"This is not about Tony Hopson, our success is due to a lot of people, many of which have gone." He was referring to past leaders Ray Leary, Joy Leary, Antoinette Edwards, Phil Hopson and Zack Harris. But he stressed that the efforts of SEI's current leadership of Marshall Haskins, Ricki Allen, Brenda Polk, Steve Adams, Les Harrison and Richard Fortson will keep SEI rolling.

FREEBIES

Public Relations Is Key To Business Success

The Public Relations Society of America offers the following advice to companies looking for a PR representative or firm.

- Consider your PR as an investment rather than an expense.
- Find a PR firm that represents companies similar in size to your own, and ask for the firm's experience in dealing with your field or commercial area.

For more advice on public relations, write to PRSA at 33 Irving Place, Dept. NU, New York, NY 10003-2376. (News USA)

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PACC And-HFEN Join Forces For Regional Health Care

PACC Health Plans (PACC) and the Health Future Enterprises Network, Inc. (HFEN) announced today that the two organizations have signed a letter of intent to form a joint venture company to create a community-based, integrated health care delivery system throughout Oregon and parts of Washington. HFEN's partnership base includes hospitals and physician groups in 16 Oregon communities. PACC is a regional managed health care organization with more than 105,000 members in Oregon and Washington.

"Our primary goals is to build a unique, locally-based health care delivery system which serves the health care needs of its members and improves the health of the communities in which we live and work," said John Meenaghan, HFEN's president. "We have conducted an extensive review looking for the right partner, and PACC's vision for how to make

this delivery system come alive far exceeded its competitors."

Martin Preizler, PACC's president and CEO, said the plan is for the two organizations to complete a definitive agreement and business plan for the new joint company by April 15. "We believe this is a tremendous opportunity to create a new way of delivering and financing health care. We want to bring the physicians, the hospitals, and insurers, and communities together as partners," Preizler said. "Health care decisions need to be made at the local level, and we intend to create a company which is customer focused and quality driven."

The letter of intent outlines a proposal to create a company dedicated to improving health care access and delivery throughout Oregon.

The joint company will be equally owned by PACC and the HFEN providers. A board of directors will

be formed with equal representation from PACC, the hospital partners, and the physician partners. Management for the new joint company will be determined during the business planning.

"PACC will provide strong administrative, marketing, and financial services, as well as strategic planning and state-of-the-art information and reporting systems, to the new venture in order to allow the physicians and hospital staffs to dedicate as much time as possible to doing what they do best -- work with patients," Preizler stated.

"We envision creating one of very few truly integrated delivery systems dedicated to better serving the health care needs of our communities," Meenaghan added. "This is not merely a contractual agreement; it is a true partnership which brings together the key facets of an integrated health care system."

Discount Bus Pass Program Signs Of Success

A newly launched program designed to persuade more Portland State University students, faculty and staff to take mass transit is showing early signs of success.

PSU's Transportation and Parking Services Office sold about 2,500 discounted monthly bus passes to PSU students and employees from late December through January 20. That far exceeds the first-month sales goal of 1,500 bus passes, said Sandy Arnold, manager of the Transportation and parking office.

"We've definitely seen changes in people's driving habits. We've seen a number of people canceling their parking permits," said Arnold, who added that February bus pass sales have remained strong since they went on sale Jan. 20.

The all-zone monthly bus passes sell for \$21.50, half the normal price. During the first month of sales, 2,240 PSU students, 151 staff members and 134 faculty members bought the discounted tickets. Another 50 or so people bought senior-age (honored citizen), youth, or other passes.

"As people continue to find out about this program by word-of-mouth and other means, we really anticipate sales increases," Arnold said. "Once the program is in full swing, we anticipate selling 4,500 to 5,000 of the discounted passes a month."

Since December, Arnold said, about 40 staff and faculty members had canceled their monthly parking permits, replacing them with newly purchased discounted bus passes. "And that's just the start," she added.

The experimental discount bus pass program will extend through Mar. 31, 1996, although it will be re-evaluated sometime this summer and again this fall.

While the number of discount pass buyers has been encouraging, a significant number likely are persons who normally would buy monthly Tri-Met passes at regular prices.

"We're looking to pick up 1,200 new riders over the course of this program. It's hard to tell what's happening so far," said Jon Weaver, Tri-Met marketing representative. "But PSU is the largest destination per capita downtown. From a regional standpoint, it makes sense for us to merge with PSU on this type of a program."

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