

Having Learned From Experience, Lets Act Like It

By Prof. McKinley Burt

In terms of a successful game plan for the advancement of the economic status of inner-city residents, nothing beats the advice of the Buick Company of yesterday: "Ask the man/woman who owns one." Who else should know best?

However, we note the disclaimers that come with the directions for new "easy to assemble" toys: "Some judgment is required." You would not be wrong if you equated this admonition to today's comment in my Perspectives column.

An unhappy reader, following an early theme of mine, is quoted: "Local leadership captives of 'outsider' board of directors... we have lost direction and control, not to

mention, millions in real estate." (That is what we know about!)

This encore we don't need, where our "prime movers" talk-that-black-talk, then skip over highly qualified African Americans to secure the appointment of their "favorite white folks." A former student of mine describes the process as one of neo-uncle Toms and Aunt Jeminas rebuilding the old plantation network. In my own case, over a 25 year period, I've had a 95 percent success rate for obtaining grants or investments, with directing roles biased toward those who could best understand the goals specified in the "Needs Assessment" or the "Marketing Plan."

That is the "one side of the coin." One the other hand, it is quite obvi-

ous that in order to advance the economic level (and ownership) of the community, the technical input of many cultures is required; especially, considering that the alleged "Affirmative Action" process did not work long enough or diligently enough to bring minorities and women to anything like a meaningful level of competitiveness. So, like others in my peer group, I've reached into the old "encore" bag again.

In the early '70s, I leased Greyhound busses to take black parents and youth out to see various U.S. Forest Service operations such as tree farms, nurseries and horticultural labs. The idea was to expose the youth to career opportunities they would not be made aware of in the

ghetto (or in school). It worked like a charm and resulted in over a score of youths getting good jobs and support for a college education while working. Interestingly, a number of "parents" also got jobs as a result of the exposure. Both were drawn from classes I taught at P.S.U. and newspaper ads I ran in the Portland Observer.

So, this time I've drawn on that particular experience for one of my "encore" projects. Taking advantage of the fact that a number of my former students (all white) are in executive or supervisory positions out there in the westside computer chips and electrical instrument domain, we've come up with a "variation on the theme," where occasionally company vans

are employed to bring out kids and parents. The idea, again, is orientation and motivation and special projects - a favorite similar to the one with which I won a National Science Foundation prize for The Dalles School District.

It is may hope that this time I have better luck in persuading minority fathers to involve their bosses and plant managers in similar activities. Sometimes it is very hard to convince grass roots people that a lot can be accomplished with just initiative and commitment - though one may lack status or degrees in specialized subjects.

Another development has proved very productive. Several plants have guest houses for visiting

dignitaries, especially overseas buyers. One had several cancellations this summer and we were able to invite a couple of dignitaries of our own, including several African American scientists and educators - again I'm designing an innovative project, we hope will deliver the educational product we could not persuade the school district to produce.

All in all, I would say that most activity is about establishing some productive criteria and innovating schemes that will help to counter the social pathologies and traumas that besiege us today. And perhaps to inspire some of that middle-class in our community who thought we had it made. The "real estate" analysis will appear later in a "Minority Economics" article.

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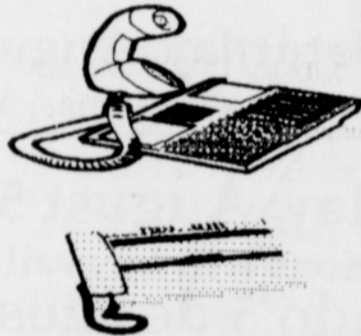
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Heart And Soul Of Cooking Featured

Continued from Metro, page B1

lard, tallow and bacon grease.

She credit her expertise with "great teachers," especially her mother. Her favorite foods include barbecue, chitterlings, greens, cake, and pie.

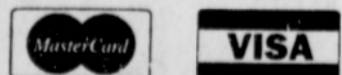
"And don't forget biscuits, tortillas and beans, Blacknall adds.

The book is available at Porter Enterprises, inside of Newberry's at Lloyd Center; Roslyns' Garden and Coffee House at 1438 N.E. Alberta St.; and Reflections Book Store at the Walnut Park Shopping Center, 446 N.E. Killingsworth. The suggested retail price is \$12.95.

Another book singing party will be held at Reflections, Aug. 26 from 2 p.m. to 4 p.m.

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Grandfather's General Store To Open

Leonard Smith, a longtime community activist, has announced the grand opening of his new Grandfather's General Store at 3524 N. Mississippi Ave.

The unveiling of this fresh new store, just north of Fremont, will take place on Tuesday beginning at 6 p.m. in conjunction with National Night Out, the annual neighborhood crime prevention event.

Smith will provide live music and free balloons for the children.

In addition to his own selection of snacks, ice cream, groceries and

convenience items, the store will feature such ice cream specialties as real, made-to-order milkshakes, banana splits and sundaes.

On hand for the grand opening will be John Barnes' mobile barbecue, Porky's, which will be at the store on a regular schedule. The store is now open, seven days a week from 8 a.m. to 10 p.m.

Smith invites the public to enjoy National Night Out by stop by for the special festivities, music, barbecue and delicious ice cream.

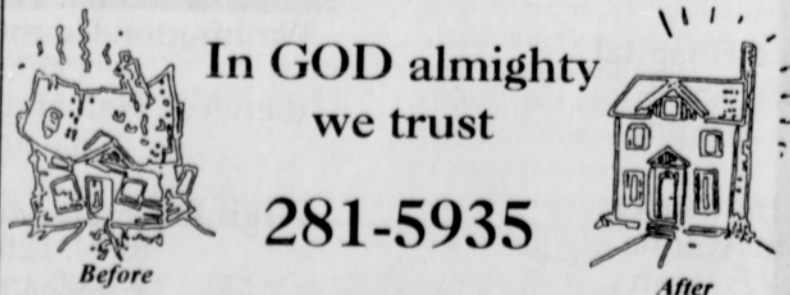
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