

MINORITY ENTERPRISE DEVELOPMENT

C
SECTION

The Portland Observer



◀ *Videoland Store Manager Brian Jones joins his District Manager Penny Moncrief at Videoland in the Walnut Park Retail Center. Moncrief, the former manager of the Walnut Park store, has been promoted to oversee the management of eight stores from Beaverton to St. Helens. She moved to northeast Portland just eight months ago.*

(Photo by Michael Leighton)

1995 Oregon Entrepreneurship Awards

A sell-out crowd of 800 business people saluted the finalists in the second annual Oregon Entrepreneurship Awards competition on September 14, 1995. Sponsored by the Oregon Enterprise Forum, the statewide awards recognize the contribution these risk-taking innovators make to the state's economy. This year's winners were selected by a panel of seven judges, following a rigorous application process:

1995 Oregon Entrepreneur: James Crabbe and Richard Huson, The Crabbe Huson Group, Inc. of Portland. Crabbe Huson manage more than \$2.5 billion in investments for clients nationwide and their assets under management have been growing 50 percent annually since 1992. Other finalists recognized: Mark J. Wattle, Hollywood Entertainment Corporation; and Paul F. Wenner, Wholesome and Hearty Foods.

1995 Oregon Emerging Company: Paul F. Wenner, Wholesome and Hearty Foods, of Portland. Wholesome and Hearty Foods, a

public Garden Burger and Garden Dog. Other finalists include: Stephen Aanderud of Thrustmaster; and Keith Peterson and Timothy Johnson, founders of Phoenix Gold International, Inc.

1995 Oregon Technology Entrepreneur: M. "Sreeni" Sreenivasan, Synthetech, Inc., of Albany. Synthetech makes peptide building blocks and specialty amino acids for the pharmaceutical industry. Other finalists recognized: Steven Darrow, Claremont Technology Group; and Corey Smith, Creative Multimedia Corporation.

1995 Oregon Service Entrepreneur: Harold and Gary Coe, Speed's Towing of Portland. Formed in 1958, Speed's Towing deploys hundreds of trucks and drivers throughout the Northwest today, doing business from a straightforward perspective—"Go out of your way to care about people and be positive." Other finalists recognized: Terry Heilman of World Class Management; and Patrick Hanlin and Skip Peters of Telemark Inc.

1995 Oregon Manufacturing Entrepre-

neur: Debi Coleman, Merix Corporation, of Forest Grove. Merix, a leading manufacturer of technologically advanced electronic interconnect solutions for use in sophisticated electronic equipment, is a public company that was spun out of Tektronic in June of 1994. Other finalists: Rod Harris, The Harris Soup Company; and Ronald L. Nash, Northwood Investments Corporation.

Gerry Frank also presented Willamette University's Glenn L. Jackson Leadership Award for 1995 to Ken and Joan Austin, founders and owners of A-dec, Inc. in Newberg. Both were recognized for the extraordinary public and private leadership they have provided to this state.

Sponsors of the 1995 Oregon Entrepreneurship Awards included the Oregon Economic Development Department, U.S. National Bank, Key Bank of Oregon, Henry T. Swigert, PacificCorp, Portland General Electric, The Business Journal, Willamette Valley Vineyards, Endeavor Capital, First Interstate Bank, Frazier and Co. Marketing, and the Bank of Newport.

Littman And White Gallery Exhibitions

The Littman Gallery will be exhibiting the work of Lisa Brinkman. Brinkman makes paper and felt, and feels that "using nature's fibers is important."

Symbols and metaphors are represented in her work that come from her dreams and her everyday life. She feels that her "art process is a ritual that guides (her) through an unfolding symbolic study." The paper she makes comes from the inner bark of plants. For the oriental paper, the pulp is poured on a screen and rolled flat. For amate paper, strips of inner bark are laid out on a grid and pounded flat.

The Littman Gallery is open from 12:00-4:00pm Monday - Friday, and 12:00-7:00pm Thursday.

The White Gallery will be exhibiting black and white photographs by Bette Lee. Lee is a photographer who is interested in social and political issues. This show will exhibit photographs she took during the OPEU strike in May. One of her photographs of the strike was recently published in U.S. News and World Report.

She is also one of the 101 artists whose works were selected for the Oregon Biennial



An emotional photographic scene at the OPEU strike by photographer Bette Lee, on display at The White Gallery.

exhibition at the Portland Art Museum.

The White Gallery is open from 7:00am-10:00pm Monday - Friday, 8:00am-10:00pm Saturday, and 10:00am-5:00pm Sunday.

The opening reception for the Littman

and White Galleries will be on first Thursday, October 5, from 5:00-7:00pm.

The Littman and White Galleries are located on the second floor of the Smith Memorial Center at Portland State University.

Diversity Called Economic Imperative

Is all work force diversity at many companies just empty talk?

Atlanta business leader and Spelman College President Johnetta Cole thinks so, and she fears the nation's conservative mood swing may give more companies a shield to hide behind.

"It is not a good period in my nation," Cole said. "I hear voices with a message that I thought had been put behind."

Cole, who is on the board of directors of Coca-Cola Enterprises and Home Depot, spoke to about 75 people Sept. 27 as part of the International Women's Forum in Atlanta, Ga.

She said the current political climate, in which affirmative action programs are being attacked and, in some areas, dismantled, doesn't bode well for businesses. The nation's growing political conservatism will make it hard for companies to tap into a work force and a market that will include more women and minorities, she said.

She cited statistics that project in 20 years, the U.S. Hispanic population will have grown by 47 percent, the African-American population by 22 percent, the Asian population by 18 percent and the white population by 13 percent.

Yet, she said, white men still occupy 60 percent of the nation's managerial positions and 97 percent of senior management posts.

Companies that don't equip themselves with a diverse work force will be left behind in the future, she warned.

"Diversifying a company's work force is an economic imperative," Cole said. "Those who will become available (in the work force) in the largest numbers will be the so-called minorities and women."

She said the backlash against affirmative action programs was "shorthand" for certain biases.

"I am absolutely convinced that what keeps workplaces looking the way they look is racism, is sexism, is homophobia," Cole said.

Still, Cole said she believed a number of corporations are considering diversity issues. "The problem is that the number of companies committed is not large."

And while many other companies speak of having a diverse work force, they don't act, she added. That, Cole said, is because too many top managers don't really believe in having diverse work forces or feel threatened.

"The proof is in the pudding," she said. "Inaction is a statement."

African-American Makes History

Evelyn M. White made history on Feb. 20, 1994 when she was appointed director of personnel at the U.S. Department of Agriculture (USDA).

On that day she became the first African American and the first woman to achieve that post. And with that dual distinction, came the sole responsibility for providing leadership, policy and direction for more than 110,000 USDA employees.

"This is a dream come true," said the personnel head who never returned to Kansas City, Mo., after vacationing with her sister in Washington, D.C. more than 28 years ago. "I always had a vision to be director of personnel for a major cabinet-level department or agency."

White's career as a public servant spans more than 27 years and is one that has emphasized human resources management, administration and equal opportunity and civil rights. An 11-year stint at the U.S. Postal Service was followed by posts at the U.S. Department of Energy and the Office of Personnel Management before joining USDA management in 1982.

Once White broke into the upper ranks of USDA management in late 1990, it was only a matter of time before she climbed from per post as assistant to the director of personnel to deputy director of personnel, and finally, her current history-making appointment.

As the first African American and female to head the USDA's personnel department, White has to confront many challenges associated with a department which many

both inside and outside of USDA regard as being an old line, old boy network that was always hostile to blacks and other minorities.

For her, that meant humanizing her department and educating all minorities to always take advantage of every opportunity and compete equally if not better at the USDA.

"Reculturizing means changing the culture," she said. "That means moving away from the perception of being the last plantation for government to being the employer of choice for people who want to work, for both people we want to recruit and attract and those who are currently in our environment - and have to realize that USDA is an industry and we're about more than production agriculture."

And reculturizing takes on greater importance when one realizes that more than 300 job classifications are represented at the USDA, an important marketing strategy.

Despite becoming a top notch administrator (as evidenced by more than half-a-dozen awards), the Missouri native always made time for family and friends. As the youngest sibling among seven brothers and three sisters, she inherited a love of family. To her, that means always being available as both a mother and role model for her two daughters, despite their rigorous schedules as undergraduate students at Howard University and Bowie State University. It also means taking time to enjoy the company of friends at the theater or a formal affair or spending time for her best friend -herself- and reading a good book.

**PRESCOTT
CORNER MARKET**

*Salutes Minority
Business Week*

1460 NE PRESCOTT

284-7418