

The
Portland
Observer

Business

&
Finance

BUSINESS BRIEFS

New Boutique On MLK Blvd

Part of the facelift on Martin Luther King Jr. Blvd. is World Village Gift Emporium at 5132 NE MLK Blvd. Owned by Diana McKnight, the new boutique is a specialty shop. Customers can enjoy an international shopping experience flavored with unique ethnic clothing and giftware from exotic places. The store will feature designer ready-to-wear, jewelry and home decorating items. McKnight previously owned African Village boutique to include art from local artists. The shop also offers senior discounts on Tuesdays, gift certificates and a specialty shopping service.

Investors Name Favorite Stocks

McDonald's Corp., AT&T Corp., Merck & Co., Motorola, Inc. and Exxon Corp. topped the list in the National Association of Investors Corp.'s fifth annual poll of individual investor's favorite stocks. More than 800 NAIC members responded to the Top 100 Survey. Respondents identified their largest common stock holdings, the stocks in which they invested the most money, and the stocks that were their most profitable. Topping the list of Mutual Funds Fidelity Magellan, 20th Century Ultra Investors, Janus, Fidelity Income II, and Vanguard Index 500.

Chamber Membership Services VP

Myrna Clements has joined the Portland Metropolitan Chamber of Commerce as vice president of Membership services. A graduate of Central Washington University, Clements comes to the chamber with more than 20 years of management experience in a variety of venues. She served as career development manager for the Pacific Northwest College of Art, marketing director for Willamette Valley Research and executive projects manager at the Port of Portland. She was also self-employed in convention management and small business development consulting.

Small Businessperson Of The Year

Gary Walls, President and CEO of Portland's Trailblazer Fruit, Inc. has been named Oregon Small Businessperson of the Year for 1996 by the U.S. Small Business Administration. Walls is among 53 top small business persons honored at national ceremonies in Washington, D.C. He is eligible for the National Small Businessperson's award. Walls founded Trailblazer Fruit in his home in 1984. The company, which produces preserves, pie fillings, dessert toppings fruit punch concentrates and syrups, has expanded to a 40,000 Square foot facility in northeast Portland with 60 employees. Sales exceeded \$9 million in the last fiscal year.

Oslund KOIN-TV News Director

Kerry Oslund joins KOIN-TV as the station's new news director. Oslund, a Portland native, comes from WZZM-TV in Grand Rapids, Mich. "Kerry is very creative and very energetic. He has a wonderful reputation, and knows how to put together a terrific news cast," said Peter Maroney, KOIN-TV General Manager. "Kerry understands this market very well. We are looking forward to his arrival and his contribution to our station." Oslund will begin his duties in June.

Minority Contractors Annual Conference

The National Association of Minority Contractors will hold their 27th Annual Conference June 5-8 at the Red Lion Jantzen Beach. Deval Patrick, Assistant Attorney General, Civil Rights Division, U.S. Department of Justice will be guest speaker on June 8.

Patrick is accountable for enforcing federal statutes and executive orders that prohibit unlawful discrimination on the basis of race, ethnicity, gender or disability. In recent months, Patrick has been a leader in the Clinton Administration's Review of Affirmative Action. He will be taking a role in implementing President Clinton's directive that all agency programs comply with the policy announced in May and with the Supreme Court's recent decision in Adarand v. Pena.

The theme of the conference is 20/20 Vision: and the Next 25 Years. "Learning how to grow and preparing for the future are vital issues for minority-owned contracting firms," says James Posey, President of the Oregon Chapter of NAMC, the conference co-host.

"This year's conference has a spe-



James Posey

cial focus on encouraging the membership to move with increased sophistication and foresight towards utilizing the high tech tool necessary for success today and well into the future," Posey said.

Samuel Carradine, Jr. the Executive Director of the National Association of Minority Contractors notes that racial minorities will be in the majority of the 21st Century America. "The demographic imperative is that in our

lifetime, the United States will become a nation of minorities," he said in an interview with the Pittsburgh Courier. "These are the people who will be building America. When you do not give them the proper tools, you do everyone a disservice." Carradine will launch a major campaign at the conference entitled Reclaiming Our Youth-Training Tomorrow's Minority Contractors Today.

The opening luncheon Speaker is Margaret Carter, Chairperson of the Oregon Democratic Party and Representative to the House of Representatives. Baruti Arharee, Director of Oregon Housing and Community Services Department will be the luncheon Speaker on June 7. The conference will also include a river cruise and the annual banquet and awards ceremony.

Workshops include Addressing the Challenges to Affirmative Action, Issues and Attitudes in Dealing With Federal Programs, What is A and How to Approach, The Churches Role in Development and Empowerment, and Construction Mediation. For a complete list of Workshops or other information call 641-4553.

Symposium Offers New Technology

The most comprehensive Software Symposium and Tools fair ever held in the State of Oregon will take place at the Portland Conference Center in the Lloyd District on June 24 and 25. Jointly sponsored by the Software Association of Oregon and the Society for Information Management, this two-day event will feature keynote speeches by industry leaders, a host of technical workshops, and exhibits featuring software development products and vendor presentations.

Two luncheon speakers will set the tone for the event. On Monday June 24, Pat Gelsinger, Vice President/General Manager of Internet and Communications Development at Intel Corp. will present "The Future of the PC." On Tuesday, June 25 Mike Macfarlane, Vice President of Quality at Sybase, Inc., will discuss "ISO 9000 Quality for Software Development." Sybase was the first software company in North America to receive ISO 9000 Certification.

The goal of the symposium is to connect software professionals with new technologies, new tools, and other software professionals. content-rich educational programs are featured on both days, with vendor exhibits on Monday only. On Tuesday, in addition to educational tracks, about software, the symposium will host a day-long seminar developed by the Society for Information Management, entitled "Quality and Culture in Information Technology Organizations." This seminar was developed for professionals responsible for developing, delivering or managing quality issues in information systems organizations.

Attendees can choose from three levels of participation. Exhibit hall only, two day symposium or seminar. For more information and registration options access the World Wide Web site: www.sao.org/symposium. To register by fax call (503)520-4010. To participate as a vendor call (503) 223-8633.

Sega Channel On Paragon

Paragon Cable recently launched the Sega Channel. This interactive entertainment offered through cable television provides Sega Genesis video games on-demand 24 hours a day.

"The Era is here for interactivity," said Kevin Kidd Paragon President. The Sega channel is a tremendous entertainment opportunity for the whole family.

Sega Channel subscribers may choose from a selection of up to 50 games including popular hits, spe-

cial versions of soon to be released titles called "Test Drives," gameplay tips, news, contests and promotions. Programming will be updated monthly. All 500 plus existing titles from Sega and its third party publishers are candidates for Sega Channel gameplay.

The Sega channel also includes a security feature -- Password for Parents -- which allows parents to select which video games enter the home according to age appropriateness and

Entertainment Software Rating Board videogame rating. Parents initiate the program via a PIN number system. Once activated, a child cannot download any game outside the parent-selected game rating level.

Paragon Cable also sponsored two visits by the "Cool Toons Mobile" at Grout and Youngson Elementary Schools. The Cool Toons Mobile has been traveling the U.S. presenting "World Premier Toons" cartoon shorts from the Cartoon Network.

KPTV Nets Top Awards And Nominations

Five individual awards and two nominations were announced for the staff of Oregon's News 12. The Awards were for Best of the West, The society of Professional Journalists, and the Northwest Regional Emmy Awards.

Topping the list was the announcement of anchor Lars Larson and photographer/producer Gordon Coffin for first place in the investigative reporting category for the Regional SPJ awards. Their story, "Body of Evidence," uncovered flaws in medical testimony that wrongfully put a man on death row.

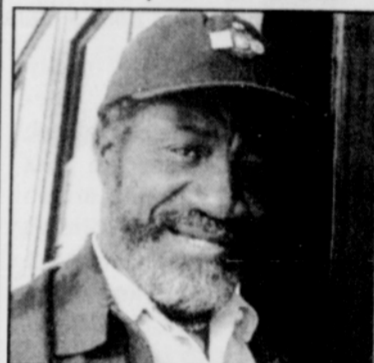
As a direct result of the story, the innocent man's case was reexamined and his sentence commuted. A third place honor was given to Sport Director Mike O'Brian and photographer Ron Quant for their story on two-man basketball. Quant also received an honorable mention in the Feature Photojournalism category.

Reporter Ken Ackerman and photographer Andy Elliott garnered third place in the SPJ Feature category for their humorous feature "Ships Depart" which revealed how some women believe the exaggerations of sailors on leave for Portland's Rose Fes-

tival. A second piece by Ackerman similarly titled "Ship Happens," has been nominated for a Northwest Regional Emmy. Another Oregon's News 12 staff member, Chris Nolan, also received a nomination for his informational Special "Shooters '95 Behind the Lens." The 33 Annual NW Emmy winners will be announced Friday, June 14th at a banquet in Seattle.

A second place honor in the Best of the West contest for journalists was given to Anna Katayama and Eric Patterson for their news series "Street Sacrifice"

Local Heroes



Ream Robertson

Northeast Portland Residents Named Outstanding Tri-Met Bus Operators For 1996

Two Northeast Portland men have been recognized as Tri-Met's most outstanding bus operators for 1996.

Curley Clark of Northeast Portland received the highest distinction for Tri-Met bus operators. Ream Robertson of Northeast Portland won the title for part-time bus operators. Both qualified for the awards based on outstanding work records, and were then elected by a vote of some 1,200 peers. Recognition came during a May awards banquet in Portland.

"I never miss a day of work unless something drastic happens, and I try to be nice to customers," Clark said. "I have a good rapport with customers. Every body knows me



Curley Clark

on the route. I know their kids and they all know they can get to and from where they need to go."

Clark, 58, has driven Line 1-Greeley/Vermont for the last 10 years. He has worked at Tri-Met since 1970, and before that worked for Portland Traction Company since 1965.

"I know I'm doing a good job, but I'm always seeking improvement." Robertson said. "I set goals and say three things that I'm going to do to improve. One goal can be coming close to the curb for elderly people; or if I can help someone, I'll make an effort to try."

Robertson, 61 currently drives Line 14-Hawthorne in the mornings and 17-Holgate in the afternoons. He has worked at Tri-Met since 1990, and before that drove buses for Laidlaw.

"We do more than provide power—we work with businesses to develop programs that save energy and improve their bottom-line."

Sheila Holden, General Business Manager

"The Columbia Corridor is a world-class business location. And we're working with government, business and community groups to pave the way for its future development."

Carl Talton, General Business Manager

AT PACIFIC POWER, WE'RE COMMITTED TO YOUR FUTURE.

With more than 80 years as a supplier of electric service, few companies can help communities and customers plan for a promising future like Pacific Power. Our vast experience—along with our commitment to community involvement—can help develop targeted strategies and uncover opportunities to achieve the growth this community desires. So whether we are finding ways to meet the needs of existing residents, helping to retain and expand businesses in the community, or actively recruiting new companies, Pacific Power wants to be your partner.

For more information, call Sheila Holden at (503) 282-4321 or Carl Talton at (503) 282-4320.

Visit Pacific Power's website at <http://www.pacificcorp.com>

PACIFIC POWER
A Division of PacifiCorp

