

The
Portland
Observer

Business

&
FinanceBUSINESS
BRIEFSFirst Naito
Award
Presented

James H. Rudd is the recipient of the first William S. Naito outstanding Service Award, presented by the Portland Chamber of Commerce for exemplary service to the organization and to the business community. Rudd is chief executive officer of Ferguson, Wellman, Rudd, Purdy and Van Winkle, Inc., Registered Investment Advisors of Portland and the chair-elect of the Portland Chamber of Commerce. He is a resident of Washington county.

Phillip Morris
Bans Vending
Machine Sales

Philip Morris USA called for a ban on vending machine sales and curbs on advertising of tobacco. But it wants the government to drop efforts to regulate cigarettes. The plan includes a ban of permanent brand name advertising in virtually all sports stadiums. It would prohibit the use of corporate logos and all sports stadiums. It would prohibit the use of corporate logos and characters on non-tobacco items. It would also ban all outdoor advertising of tobacco products within 1,000 feet of a scholar playground and on mass transit.

'97 Bulk
Transpo
Conference
Set For
Portland

Portland has been selected as the host city for "Bulk Transpo '97," the premier conference for the international bulk products transportation industry. Don Grigg, Port of Portland marine planning and development general manager noted that Portland has long been the largest wheat export center in the U.S., and is fast becoming a leader in the export of mineral bulks.

Collector's
Workshop

The Dun and Bradstreet Corporation Foundation, Business Education Services will present a collector's workshop August 8 at the Red Lion, Lloyd Center. The topics will include training on developing a successful collection strategy, working with debtors on the telephone and how to overcome their objections, the 10 most frequently used excuses, and collection and problem solving exercises. For more information or to register call 212-692-6600.

Workshops On
Building
Customer Base

As part of the Belmont Business District Plan, REACH Community Development has contracted with KF Guerrilla Marketing to conduct guerrilla marketing workshops exclusively for Belmont business. Based on the use of unique positioning strategies to increase business, the workshop teaches guerrilla techniques for guiding a loyal customer base. The first workshop, held in mid-May was attended by seven Belmont businesses and generated many ideas and solid marketing tactics. For more information call 238-1522 or kfall@aol.com.

Governor Honors International Business Success

Governor John Kitzhaber presented International Business Achievement awards to four business and organizations that have made outstanding contributions to Oregon's position in the global marketplace.

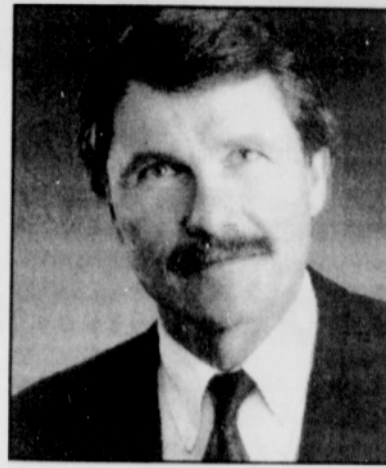
The governor presented the awards during a World Trade Week luncheon in Salem.

The governor noted that Oregon now ranks eighth among U.S. states in the percentage of manufacturing employment related to exports. One in five manufacturing jobs in Oregon is related to exports.

Innovation in Product Development, Sales and/or Marketing for Export: Pacific Paper Trading Company was selected because of innovation in product development and marketing. Together with other companies, Pacific Paper Trading Company developed a biodegradable paper product that replaces styrofoam

made clamshell packaging. The development enabled the company to increase sales to Taiwan by more than 50 percent between 1993 and 1995. Taiwan banned the use of styrofoam because of pollution. The company is now working with box manufacturers in the Philippines, Malaysia, Korea, Thailand, Peru and Panama to provide the same replacement for Styrofoam.

Support and Service to the Oregon International Business Community: The Oregon Potato Commission helped pioneer the development of Asia as a market for frozen potato products. Through the commission's effort, which began in the late 1970s, Oregon has gained a large market share of total exports of United States french fries to Asia, South American, Mexico and Europe. Fast food companies have designated plants in the Hermiston area as spe-



Governor John Kitzhaber

cific export suppliers for their needs overseas, and is the only place where containers for export can be loaded and barged to a major port for direct shipment.

Contribution to the Oregon Economy Through Importing: Mirsky, Inc. an exotic and unusual

dried flower business started in 1982. At first they imported 99 percent of their materials, by 1994 it was less than 20 percent. Sidney Mirsky, the company president, developed a drying method that drastically cuts energy cost, an innovative preservative, and a method of protecting flowers from moths without posing a threat to animals.

Outstanding Achievement in International Business: Sabroso Company a leader in production of purees and concentrates, has recently formed partnerships with other international companies to explore areas like cold processing, direct osmosis technology and carrot purees. Sabroso has excelled at making these international alliances work by honing their cultural sensitivities and playing off the advantage of accessibility to international markets. The company's creativity and ability to work with

international partners has led to global success. This is the second time the company has won the award.

Steve Newman, the second recipient in the category, was nominated at the request of many of the people who have worked with him. He started his career by opening the Arthur Fritz Office in Portland. After working in San Francisco, he returned to Portland and joined Seapeer Shipping Company. He founded Newman Wilson Company and now is executive director of the Pacific Northwest International Trade association. Newman has focused attention on the importance of international trade in the Oregon economy.

The International Business Achievement Awards are presented annually based on recommendations from a committee made up of representatives from export and trade organizations.

Book Gives Tips On Leadership

How would you define your ideal boss?

According to the new book "Leading People, Transforming Business From the Inside Out" author Robert Rosen describes the eight most important characteristics for a boss to have and the questions to ask to determine whether your boss truly measures up against the very best.

1. **vision:** does your boss explain how your job fits into the big picture?

2. **Trust:** Is your boss open about him or her self and the financial aspects of the business?

3. **Participation:** Does your boss share information and decision-making and hold you accountable for your actions?

4. **Learning:** Does your boss make it safe for you to make a mistake, to take risks and to learn?

5. **Diversity:** Does your boss acknowledge and mobilize people's differences and create a culture of respect?

6. **Creativity:** Does your boss fos-

ter a workplace that brings out your best creativity?

7. **Integrity:** Does your boss promote fairness and practice good ethics?

8. **Community:** Does your boss promote a sense of community and social responsibility?

Does he or she have what it takes to unleash the competence, creativity and commitment of people?

Does he or she demonstrate the kinds of leadership that result in healthy, profitable organizations?

All too often people feel anger toward their bosses because there is a disconnect between what most business and political leaders say and what they do. When leaders consistently fail to deliver on their promises, the result is rising levels of cynicism, mistrust and resentment.

Some leaders look at all this cynicism and mistrust and see opportunity. Take a look at the thirty-six

bosses discussed in "Leading People." They include the performances turned in by the leaders of Service Master outside of Chicago, Just Deserts in San Francisco and the Oregon Symphony in Portland.

It is leaders like Alan Mulally, president and general manager of Boeing's 777 Division who are practicing what they preach.

Mulally was able to get 7,000 people in over a dozen countries working in 238 separate design teams to come together and build an entirely new plane in just four years. Why is he succeeding when others are failing? Mulally brought his people into the leadership process, sharing his vision with them so they become full participants and succeeded in achieving their goal.

These leaders also know that their success depends on treating their employees as assets not costs, and creating an environment that brings out the best in people.

Paint And Body Icon
Goes High-Tech

This is the 60th anniversary of Earl Scheib Auto Painting and Body. "Earl Scheib" is an icon in the American vocabulary. Earl made "We paint any car any color for just \$29.95" famous. Since the passing of Earl Scheib four years ago, both of his sons, Don and Al, are still very active in the company. Don Scheib is chairman. Over the years the company has painted over 25 million cars and continue to adhere to Earl's original commitment of "offering the best price in town on their auto painting." A commitment they guarantee.

Over the last year almost all of the shops were converted to "The New" Earl Scheib. The new shops not only look new on the outside they are new on the inside with a new commitment to quality and industry-leading technology.

Earl Scheib has made a sizable investment in new paint formula-

tion and a new, "state-of-the-art" high-tech Infrared Quartz Finish drying system. Earl Scheib manufactures all of their state-of-the-art polyurethane acrylic paint formations in their paint factory in Springfield, Mo. The dryer gives customers the exact same advanced-technology paint curing used by major auto makers. With this new drying system, the paint dries from the inside out in about half an hour.

Unfortunately, like the 10 cent candy bar, the company doesn't paint cars for \$29.99. The company, however, offers three services at various price ranges. The PRO 1 job for the budget conscious, the PRO 2 for those who want to keep their vehicle for three years or more and the PRO 3 which is guaranteed against fading for six years. The company can deliver a paint job in one day. They also do body and fender repair.

CKS Partners Named Marketing Agency For Internet Bookstore

Amazon.com Books, the world's largest bookstore with over 1.1 million titles available over the Internet, named the Portland office of CKS Partners as its marketing agency of record.

The assignment will include corporate identity, branding, website design, online and print advertising, and media planning and placement.

"CKS won us over because they really understand how to create cus-

tom relationships, both online and offline," said Leslie Koch, vice president of marketing for Amazon.com Books.

According to Mahesh Murthy, partner and creative director at CKS Partners, Amazon.com is one of the few successful businesses on the Internet. "The folks at Amazon are very smart," he said. "We are looking forward to helping them shape the future of commerce on the

Internet."

The Portland office of CKS Partners is only two years old and is already among the top three agencies in Oregon. It has 21 employees and a diverse client base that includes Widmer Brewing, MCI, Starwave, Tektronix, Portland General Electric and Mitsubishi Motors.

CKS Partners is a division of the CKS Group, Inc. (NASDAQ:CKSG) Headquartered in Silicon Valley,

CKS Group specializes in offering a wide range of integrated marketing communications services, including strategic corporate and product positioning, corporate identity, product branding, new media, packaging, collateral systems, advertising, direct mail, consumer promotions, trade promotions and media placement services.

In addition to the Portland, Oregon, office, CKS has locations in

Silicon Valley, San Francisco, Washington, D.C., and New York. CKS is located on the Internet at www.cks.com.

Amazon.com Books (www.amazon.com) is headquartered in Seattle. The world's largest bookstore, it opened its virtual doors on the World Wide Web in July 1995 and offers more than one million book titles to customers in more than 65 countries.

"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>

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