

Hispanic entrepreneurs advocate education & effort

By STEVE E. SWENSON,
THE BAKERSFIELD CALIFORNIAN
Recent university graduate Marta Chipres of Lamont says she's proud to follow in the footsteps of her parents in business.

Her father, Salvador Chipres, 51, came to California from Mexico in 1968, worked in the fields, went to school, climbed a corporate ladder and then formed his own construction and development business in Lamont where he bought a small shopping center and built 40 homes last year.

Her mother, Concepción Chipres, 55, had a flair for sewing beautiful dresses that led to opening a bridal and formal-attire shop in Lamont.

The shop, which the mother named Marta's after her now 26-year-old daughter, attracted Marta away from a medical career. With Marta's help and innovations, a second shop will be opening soon in Bakersfield.

Two other members of the family, Salvador Jr., 22, and Sergio, 20, both attend California State University at Bakersfield—the school Marta grad-

uated from in 1995 with a chemistry degree—and help their father in his business.

The family represents a growing trend of Hispanic business people whose ranks swelled more than 56 percent in Kern County between 1987 and 1992, according to a recent U.S. Census report.

The story of the Chipres family is one of pursuing their own goals through education, hard work and the help of a supportive community.

They not only employ themselves, but they employ others—as many as 15 to 20 people in the construction business, and six full-time and two part-time employees in the shop.

Education is the key, the patriarch said. "If you're going to be a success, you have to go to school," said Chipres, who first learned English at night school and then learned construction and business skills. "You have to be prepared."

Salvador Chipres was born in Las Fuentes in the state of Michoacan in central Mexico. Concepción was born in the nearby community of La Planta

but they didn't meet each other until he moved to Fresno a few years after she did.

Speaking only Spanish, Chipres began working in a vineyard but later moved to the dehydrator machinery that turns the grapes into raisins. The dehydrator job paid less, but lasted much longer and had more stability, he recalled.

He lived in Kerman where he met Concepción, and the couple married in 1969. Two years later, he learned he could make more money in Lamont—\$1.85 an hour rather than \$1.50 an hour—so they moved to Lamont. He had begun taking English night classes in Fresno, and he continued that through Dee Reiser at a church in Lamont. She encouraged him to take other classes at Arvin High School and Bakersfield College.

During the day he worked in the vineyards at Roberts Farms until 1975 when he started to work for American Home Industries in Bakersfield, which made modular homes. Thinking he would be doing construction work on his first day, he was sur-

prised when his boss handed him a broom, he recalled.

But he took the attitude, "Wherever they need help, I jump right in there." He said, "They gave me more opportunities" and with the support of company President David Cross, he rose to the rank of superintendent before he left in 1986.

Meanwhile, he improved his life in other areas, quickly realizing it was better to own a home than rent one; taking more drafting and construction classes at Bakersfield College, and doing handyman jobs on the side.

He bought a second home for \$14,000, spent \$5,500 to fix it up and listened to an offer of \$40,000 from someone who wanted to buy it.

He kept it instead, using the equity in it and his first home to buy other old homes and renovate them for sale or to rent. He said he sometimes bought two or three homes a year to increase his holdings.

By 1986, he figured he could go into business for himself, which he

the courses to get a construction license.

Through his business, Chipres Salvador Construction, he began to build homes, starting with three houses in Greenfield and expanding to 15 homes in the first phase of the Vineyards on the west side of Lamont, 25 homes in Georgetown on the south side and 40 homes last year in the second phase of the Vineyards.

He used private money to build his business, he said. He recalled a bank turned him down for a \$15,000 loan on a \$15,000 vacant lot he owned free and clear.

"I guess they wanted me to prove myself," he said. "But I believed in what I was doing. I believed in myself."

Now, he said, banks are much friendlier, more receptive—and they come to him. He's done business with ValliWide and he's impressed with Sierra National, he said.

One of his investments was to buy a 10,000-square-foot shopping center at 10504 Main St. in Lamont in

now fully occupied, a condition he said is true on most of Main Street.

While he pursued his business ventures, his wife raised the children to school age. Marta recalled how her mother sewed clothes for them, giving her pretty dresses and her brothers three-piece suits to wear for picture days at school.

That talent, displayed in Marta's First Communion dress—"a gorgeous lace gown with a rose pattern in the lace and ruffles on the skirt," Marta praised—prompted other orders from neighbors and turned Concepción's interest to the clothing business.

In 1981, Concepción bought \$700 worth of clothing and resold it to friends and neighbors from her home. Her husband thought she needed a shop, so he bought her a space at 10814 Main St. and she opened Marta's Clothing in 1982.

The store was later expanded to 3,500-square-foot and changed from family clothing to wedding dresses and formal attire after Family Bar-

U.S. Hispanic, Black Chambers' new chairmen have much in common

By EMILY NARVAES,
THE DENVER POST

When Denver businessman Ron Montoya—the newly elected chairman of the U.S. Hispanic Chamber of Commerce—someday heads to Washington to address minority business issues, he'll have a friend at the table.

That friend will be Herman Malone, a Denver business owner who was elected chairman of the National Black Chamber of Commerce earlier this month in Chicago.

The two men seem to be on similar paths: At one time, both headed up local chamber organizations. Both run telecommunications businesses. And now both will be in influential positions when it comes to advocacy of such national issues as affirmative action and parity in job opportunities.

"I think that's great for Denver," said Harry Alford, founder and president of the National Black Chamber of Commerce. The organization plans

to hold its annual convention in Denver next year. "It speaks of the minority business leadership there."

"I think Mayor Webb and others should be very proud of that."

Malone's organization may have challenges ahead because it has plenty of growing to do.

The National Black Chamber, which was founded in 1993, represents 114 chambers across the country, including a Colorado chapter. The organization represents some 25,000 business people around the nation—small compared with the 750,000 aligned with the Hispanic chamber formed in 1979.

"We've only been in existence three years—give us time," said Malone, who started his business, today known as RMES Communications Inc., in his basement 20 years ago.

The company, which has about 45 employees, installs fiber-optic cable and video conferencing technology and maintains communications systems. The National Park Service and

the Pentagon have been among Malone's clients, as have local communications giants TCI and US West.

The company is also one of 26 serving as an Internet provider for small businesses with government contracts.

Malone was once president of the local black chamber, and began working on national issues in 1991 as a board member of the Minority Business Enterprise Legal Defense and Education Fund. Soon after, Malone jumped on board when Alford founded a group specifically dedicated to black business issues.

Malone says he knows what it feels like to be turned down for a business loan for reasons that weren't justified. He is a staunch supporter of affirmative action.

"Some of the same things I faced in 1976 are still present today, unfortunately—lack of access to capital, lack of contracting opportunities," he said. "I think there's definitely a bias in the marketplace today."

OBSERVANDO "Committed to Cultural Diversity"

By SEAN CRUZ, EDITOR
PORTLAND OBSERVER

A few weeks ago, Chuck Washington, the publisher of the Portland Observer, invited me to his offices to discuss a number of general issues pertaining to the Hispanic community. Chuck was aware of the changing demographics of the Portland Metropolitan Area, and wanted to find ways to offer a forum to the Hispanic community (or—better said—communities) through which the Observer's masthead slogan could be made concrete:

"Committed to Cultural Diversity"

This slogan that appears at the top of each section of the newspaper is not there for cosmetic reasons. Chuck was eager to put into practice his vision of a newspaper appealing to an increasingly multicultural population, and was actively looking for ways to make it happen.

"The first step is very simple," I said. "After that it gets more complex."

"What is the first step?" He asked. "Buy me something to eat," I replied.

A commitment is a commitment
As we worked our way through the first step, we discussed ways in which the Observer might address the needs and interests of Hispanics, and also provide information about Hispanic culture to the Observer's traditionally largely African-American base of readers.

At the same time, Chuck made it clear that the commitment he envisioned making was to multi-cultural diversity, that over the next few months he would take steps to develop elements of the Observer that would embrace Asian and Native

American cultures as well.

A commitment to community
Chuck felt that it was vital to the interests of the community as a whole for the observer to encourage the different cultures and ethnic groups that make up our rapidly growing and changing population to get on the same page, so to speak.

Recognizing that one can make a commitment to multi-cultural diversity in the Hispanic communities alone, we herewith set forth, hoping that we might find common ground upon which we can build bridges between cultures, to the benefit of one and all.

Hispanic diversity

The Hispanic community is perhaps the most diverse of ethnicities. One can be of any race or pigmentation and be Hispanic. The President of Peru, for instance, Alberto Fujimora, is both Asian and Hispanic, a point that also illustrates the inclusiveness of Latino culture.

A political aside

The United States has not yet reached the point where either major party is willing to nominate a person of Hispanic or Asian ancestry to the nation's top two offices. Both parties have been eager to court the services of retired General Colin Powell, but that enthusiasm has been generated more from a cynical desire to add votes to the ticket than from any commitment to include persons of color or of minority ethnicity in strategic decision-making. Both parties must be saving that historic moment for the 21st century.

Register to vote, and vote at least once

Your vote counts. Your vote is your voice. *Su voto es su voz.* Become involved in the political process.

The very minimum that you owe

to your country, to your community, to your family and to yourself is to become aware of the stakes and be counted. Read! Learn! Act! Vote! *Vótele!*

Back to the Observador

As the Observador develops as a companion to the Observer, we will strive to find something to say that offers insights and inclusiveness to all of our readers. Hispanic culture is both sophisticated and elemental, both modern and ancient, both rich and poor.

It springs from multiple origins and manifests itself in infinite permutations, sometimes in unity and sometimes in contradiction. In this condition borne of historical fact lies both its strength and its weakness as a people.

Write us, call or send E-mail
The Portland Observer and Observador are interactive media. You can have a role in your community newspaper! You can be the news!

The editorial staff of the Observador is particularly interested in covering events and occasions that are catered, or which involve auctioning off the Editor as a dinner companion (for legitimately charitable or fine dining purposes only).

The Observador as you see it is the result of the work of a number of talented people, but above all it is the product of the commitment and vision of Chuck Washington and the Washington family, and their willingness to bring barbecue to the office.

We look forward to receiving your comments and letters and, above all, your mails.

Mail: 4747 NE MLK Blvd., Portland, OR.

E-mail: Pdxobserv@aol.com

Demand for alternative newspapers growing Periodicos alternativos creciendo, en demanda

—San Francisco Chronicle

Many markets in the United States support more than one alternative weekly newspaper. The number of alternative publications has soared. The Washington, D.C.-based Association of Alternative Newsweeklies now has 103 members, up from 24 when the group was founded 18 years ago, said executive director Richard Karpel.

In the past five years, the combined revenues and circulation of alternative weeklies nationwide have doubled, to roughly \$300 million and 6 million respectively in 1995, he said.

Advertisers like the prime-quality demographics of alternative newspaper readers, who tend to be young, affluent, active and educated consumers who spend a lot on travel, entertainment and expensive items.

Changing reader habits are also spurring the rising popularity of alternative weeklies. As busy consumers are bombarded with up-to-the-minute news, they are craving longer, explanatory pieces, said Paul Gullixson, editor of the Palo Alto Weekly.

"There is a certain evergreen quality about weekly news," he said. "People can keep the papers on the coffee-table and pick them up four days later. They don't feel they have to read them right away."

Muchos mercados en los Estados Unidos soportan más que uno periódico alternativo semanal. El número de publicaciones alternativas ha subido. El Asociación de Periodicos de Semanales Alternativos, situado en Washington, D.C., ahora tiene 103 miembros, arriba de 24 cuando el grupo ha fundado hace 18 años, dijo director ejecutivo Richard Karpel.

En los últimos cinco años, el renta y circulación combinado de semanales alternativos en este país se ha doblado, hasta aproximadamente \$300 millones y 6 millones respectivamente en 1995, dijo.

PUBLICADORES le gustan los demograficos de primera calidad de lectores de periodicos alternativos, quienes tienen una tendencia a ser joven, afuente, activo y educado consumidores quienes gastan mucho sobre viajar, entretenimiento y cosas expensivos.

Cambiado hábitos de lectores estan tambien espoleando el popularidad creciente de semanales alternativos. Cuando consumidores atareados son bombardeado con noticias de este momento, aquellos desean piezas más largas y explicativo, dijo Paul Gullixson, editor de la Palo Alto Weekly.

—Hay un cierto calidad (evergreen) acerca de noticias semanal— dijo. —La gente puedan quedarse con las papeles en la mesa y los recogen arriba cuatro dias más tarde. Ellos no sienten que tienen que leerlos ahora.—

Your Advertisement in the
Observador will reach 27,000
Readers with each issue.
Call (503) 288-0033.

SUBSCRIPTION

Subscribe to the Observer and receive
the Observador also! Only \$30 for one year!

Suscríbese al Observer y reciba
el Observador también! Solamente \$ 30 por un año

Call (503) 288-0033



OREGON DEPARTMENT OF TRANSPORTATION
Oregon Department of Transportation (ODOT) is known throughout the nation as a progressive government agency and as a leader in team development and performance measures. ODOT is responsible for the coordination of transportation programs between and among all governmental organizations within the state. We have immediate opportunities for the following position:

Structural Managing Engineer
We are seeking Registered Professional Engineers with strong leadership skills for multiple positions located in Salem. Will plan, assign and direct the work of the Structural Design Unit and function as a bridge engineering expert and consultant of the Bridge Section for bridges and related structures. Requires three years of management experience which included responsibility for development of program rules and policies, goal setting, program evaluation and budget preparation. Bridge engineering experience a must. Salary \$3,365 - \$4,742 monthly + benefits. Completed application materials must be received by September 30, 1996. Announcement No. OODT6301. Call (503) 986-4030 (TTY 503-986-3854) to request application packet.

For other ODOT opportunities call our Recruitment JOBLINE at (503) 986-3847.

DEPARTMENT OF HUMAN RESOURCES
Principal Executive/Manager G
(Financial Services Director)
The Oregon Department of Human Resources is recruiting for the position of Financial Services Director. The Director of Financial Services is responsible for the accounting, contracting, branch office leasing and purchasing functions of the Department. To qualify, you must have a minimum of seven years of increasingly responsible and successful management experience in a public or private organization which includes responsibility for selection and hiring of staff, planning, budgeting, developing policy, evaluating programs, developing community partnerships and related activities. Experience in all phases of government and general accounting principles is essential. Salary range: \$49,176 to \$69,180 annually with a liberal benefits package. Announcement # ES410006. To apply, please submit a letter of application, your resume and a one- or two-page narrative explaining how your background, experience and training qualify you for this position. Please send this information to: Cherie Martin, Department of Human Resources, Personnel Services Section, 500 Summer Street NE, 4th Floor, Salem, OR 97310-1005 or fax to (503) 378-8463. If you need additional information, please telephone (503)

945-5676. The deadline for these materials to be submitted to our office is 5:00pm, September 24, 1996.

DEPARTMENT OF CONSUMER AND BUSINESS SERVICES
Policy Unit Manager
Workers' Compensation Division
The Oregon Department of Consumer and Business Services is seeking an executive with solid management skills to serve as Manager of Oregon's Workers' Compensation Division Policy Unit. The Workers' Compensation Division (WCD) administers, regulates and enforces laws and administrative rules governing the Oregon workers' compensation industry as well as various monetary reserves established by law. As Policy Unit Manager, you will serve as a key advisor to the Workers' Compensation Division Administrator and Deputy Administrator by researching, analyzing and evaluating issues, and making policy recommendations related to division program responsibilities. To qualify, you must have at least three years of management experience in a public or private organization which included responsibility for: a) development of program rules and policies; b) long- and short-range goals and plans; c) program evaluation; and d) budget preparation OR three years of professional experience as a project leader, assigning and reviewing work of professional staff including project responsibility for developing goals and objectives, project evaluation, and monitoring and controlling or preparing a budget. Preference may be given to applicants with Oregon Workers' Compensation program management experience, a Law degree, and/or a Bachelor's degree with courses in law and experience conducting contested case hearings. Salary range: \$40,380 to \$56,904 annually, plus health, dental, pension, paid holidays, vacation and sick leave benefits. To apply for this position, please send a resume and cover letter, no more than three pages, which addresses your specific experience in the major areas of responsibility outlined above. In addition, please include a list of at least four references who have knowledge of your management and leadership skills.

Send application materials to Department of Consumer and Business Services, Employee Services Section, 350 Winter Street NE, Room 150, Salem, OR 97310, fax (503) 378-5969. Application must be received by 5:00pm on September 20, 1996.

OREGON STATE LIBRARY
Program Information Specialist
Join the Oregon State Library's Talking Book and Braille Services team. Requirements: Braille reading skills; three years of clerical experience including 2 years in a library or related setting. Position coordinates service to institutions and provides customer service to individual users. Salary range: \$1,704 to \$2,261. Application available from Judyth Lohmelt, (503) 278-4243 ext. 221, Judyth.Lohmelt@state.or.us. Deadline is September 27, 1996. The Oregon State Library is committed to cultural diversity.

These are just some of the current openings available with the State of Oregon. For additional information, a copy of the State of Oregon Application Form and more complete announcement listings, call the State Jobline (Oregonian Inside Line) (503) 225-5555 47777, TTY (503) 378-4672, visit your local Employment Department, or log onto our web site at <http://www.das.state.or.us/jobs/>. The State of Oregon and all its divisions are proud to be equal opportunity employers.