

MINORITY *Entrepreneur* DEVELOPMENT

Minyon Moore, at the Democratic National Committee



Minyon Moore, holds a briefing with members of her staff. Shown are (center) Bill Kaneko, and (right) Jocelyn Woodard.

Minyon Moore, as the first African-American woman to serve as Political Director at the Democratic National Committee (DNC), is a different type of political activist. She shies away from the limelight and is more comfortable working behind the scenes.

Working hard, putting in long hours, focusing on minute details, thinking always in strategic terms, pushing forward to achieve through specific goals—this is the modus operandi of Moore.

Her political philosophy is rooted in both her grassroots and pragmatic perspectives, which she achieved through her background as a civil rights and political field organizer.

About her professional past, Moore takes particular pride in working with all kinds of people. "This has been a great asset to me," she said. In her capacity as Political Director at the DNC, Moore oversees the political operation that focusses singularly on

winning elections. This includes managing DNC's coordinated campaign effort, advancing Democratic Party policies and politics through increasing voter participation, constituency outreach, training, advocacy, promoting President Clinton's legislative priorities, and supporting Democratic candidates running for local, state, and national office. Add to this awesome responsibility, Moore's "normal, day to day" public liaison and outreach activities to democratic elected officials, party activists and the constituents they represent.

Every day presents a new set of challenges for the soft-spoken political veteran, who can also be "tough". She agrees that professional politics is not a field for the insecure and timid.

"I never planned a career in politics," said the DNA strategist. "There are negative perceptions about politics, but I think you can be involved and maintain your character, integrity, and honesty and help raise the moral tones of politics, without being compromised. You don't have to tear into each other and try to build yourself up by tearing others down."

Prior to joining the DNC, Moore

served as Project Director for the National Rainbow Coalition, where she coordinated organizational outreach and communication between elected and appointed government officials, senior corporate executives, labor officials, and religious and community representatives.

In her previous National Rainbow Coalition post as Deputy Field Director and National Convention Coordinator for Reverend Jesse L. Jackson's presidential bid, she traveled to more than 20 states, managed the field staff, set up travel budgets and field activities, served as liaison between state campaigns and the national office in arranging Jackson's schedule, was responsible for the candidate's 1,200 delegates, assisted the floor manager in managing the whip operation, and was the liaison between

Jackson and his '88 convention manager, the late Ron Brown.

In between those assignments she served a four-month stint as the National Deputy Field Director for the Dukakis/Bentsen Presidential Campaign, where she assisted in scheduling the candidates and field activities and merged the Jackson '88 campaign network into the Dukakis/

Bentsen general election campaign. Her initial service as Executive assistant to Jackson, assisting him with staff operations and developing a weekly community forum for national radio broadcast, paved the way for her expanded activities in the national political arena.

Moore gives high marks to President Clinton, especially those issues of importance to African-Americans:

"I think the President has done an outstanding job in trying to do the right thing in serving a very diverse American population, especially those in greatest need, and not to the sacrifice of any others."

The political pragmatist also stresses that African-Americans have a lot at stake in the upcoming local, state, congressional and presidential elections. "The African-American vote is extremely important, especially in certain key electoral states in the presidential and in specific senatorial congressional races where the control of the U.S. Congress will be determined. Our challenge is getting our message to African-American voters about the accomplishments of the Clinton Administration and Democratic Party on behalf of African-Americans."

She readily admits that one main

goal of the DNC is to reach young African-Americans—to reach them in their own environments. Moore points out that providing adequate resources to the African-Americans are involved at all levels, and making funds available for advertisements in minority media are important elements of realizing that goal. And that, she maintains, means educating both African-American leadership and the African-American electorate.

"We must re-energize African-American leadership across the board about the urgency and importance of voting so that there is a massive leadership campaign, as was the case in the 1960's to mobilize African-American voters as a necessary means of gaining economic and political empowerment. Today voting is no longer a privilege but a citizenship obligation."

Like other political activists, Moore realizes that upcoming 1996 election will be a major turning point in the future of this nation, especially for African-Americans. "No one can empower us but us. Our future is in our own hands, and no one should take us for granted. Whether African-Americans go to the polls and vote will have a dramatic impact on future generations of African-Americans," Moore said.

New Perfume company helps busy shoppers save time

A smart new perfume company has jumped on the time-management bandwagon to help busy women and men eliminate one time-consuming chore from their schedules -- shopping for perfume and cologne.

"Time is more precious today than ever before," says Pessy Frenkel, President of PerfuMAX, a perfume catalog company based in Brooklyn, New York. "And one of the best ways to cut down on wasted time is to look for shortcuts for routine tasks, no matter how small."

Frenkel says the idea for PerfuMAX came to her while she was standing at a department store counter, waiting to buy perfume. "I thought, I get the same perfume every time, but I still have to drive to the store, park, wait around to be served, then fight traffic to get home. Why should anyone waste time to buy a bottle of perfume? Like other simple necessities, your perfume or cologne should just be there when you need it."

Its first printing, the PerfuMAX catalog offers authentic name brand

scents for both women and men. According to Frenkel, these are not generic perfumes, but the same brands offered in the best department stores - Opium, Christian Dior, Oscar de la Renta, Ralph Lauren and others.

"Most people have a favorite scent that they use over and over," said Frenkel. "Why invest time to keep buying the same thing? We've made it fast and simple."

In addition to saving time, PerfuMAX helps its customers save money. Because of its low overhead,

PerfuMAX can usually offer the same scents found in department stores for 10% to 30% less cost.

PerfuMAX is targeted to the busy women or men of the 90's. Customers choose their favorite scent from the catalog, then call in their order. They may also fill out an order form and fax it 24 hours a day from home or office. PerfuMAX delivers most orders in

three to five days.

PerfuMAX also helps save more time by offering a gift service, where they wrap and deliver a perfume or cologne, complete with a personalized greeting card. And PerfuMAX rewards its customers for referrals, giving free gifts to customers who get their company's premium department to order quantities of 20 or more scents at

one time as business gifts.

Frenkel says PerfuMAX will mail a free catalog to anyone who calls the company's special toll-free line: 1-800-789-PerfuMAX (1-800-7373). Just ask for exten. 25 to get the free catalog. Those interested may also fax their request to 1-888-755-7373. Please include name, phone number and mailing address.

Supporting Growing Businesses



Ron Tinsley's business, Custom Craftworks, used to be a small massage table manufacturer in Eugene. Today he has national accounts and 32 full-time employees.

Ron made the transition with help from the Small Business Management Program at Lane Community College's Business Development Center, funded with Lottery dollars. There he learned management and budgeting skills.

Ron struggled, but he never lost hope. He said, "These programs help you grow your business in an environment that is safe and provides connections with other like-minded business owners."



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CONTRACTING OPPORTUNITIES NOW AVAILABLE ON THE WEB

The Portland Development Commission has historically supported minority and women-owned business as well as emerging small business. We know that healthy and growing small businesses are the backbone of a healthy local economy.

PDC has a new home page on the World Wide Web and a section specifically devoted to contracting opportunities. We invite you to look us up on the Web at our new address:

[www:portlanddev.com](http://www.portlanddev.com)

If you have a business that may qualify and would like information on PDC projects or certification, you can also contact Chris Steinbrecher at 823-3238 or Spence Benfield at 823-3209.

PDC is committed to working with small businesses because we know what's good for small business is good for Portland.

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