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# The Portland Observer



#### **Business after hours**

Guest Speaker: Donald McClave, President Portland Metropolitan Chamber of Commerce. Topic: "Portland Center For Performing Arts and Civic Stadium shift form MERC back to the City of Portland." Admission only \$3 for Members, and \$5 for non-members & guests. Bring your business cards and at least one business lead. (Small door prizes welcomed, but not required). Your opportunity to network, make contacts & future sales. Place: Shilo Inn -9900 SW Canyon Rd. Time: 6:46 pm. Date: Tuesday - November 5, 1996.

### Career Awareness Day

High school students can learn more about career choices by attending Career Awareness Day on Saturday, November 9 form 9 am to 3 pm at Portland State University. The free annual event is presented by the Urban League of Portland. Parents are also welcome to attend. Career Awareness Day provides young people with information about dozens of career fields, school to work opportunities, internships with local employers and scholarships. "It's never too early to begin thinking about what you want to do after high school," said Urban League Education & Career Development Director Brian A. Black.

Students can register to attend Career Awareness Day by calling Christy Hauff at the Urban League at 280-2635 or by registering at their school counseling office before November 1. To request transportation assistance please call 280-2635.

They don't go to waste. Instead, they go to Stormwater Management's field operations site on N.E. 33rd Drive. By mid-October, piles of the browning leaves will fill the site. There they begin the eight-month process of composting before being processed into a humic filter media, which looks like small round pellets of dark earth.

The humic filter media is, in turn, used to treat stormwater runoff-which has long been recognized as a source of contamination to our streams and rivers. The filter removes oils and greases, sediments, heavy metals, debris, and litter form the runoff. When the media is no longer efficient as a filter, it is recomposted and used for landscaping, erosion control, or as daily cover in landfills.

Until recently, all the processing was done by equipment using only portable electric generators. "But now that we're growing rapidly, we need electrical power on-site," said Field Operations Manager Dave campbell. To solve the problem, Stormwater Management called on Friberg Electric Company, a Nation-

Business **Turning fallen leaves into gold** 



al Electrical Contractors Association (NECA) and International Brotherhood of Electrical Workers (IBEW) Local 48 contractor

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Finance

Friberg Installed electrical systems for the site--and then began the more challenging part of the project.

Not only are Stormwater Management products recycled, almost all of the equipment needed to process the humic filter media is recycled, too-rescued form the junk pile or other resources. NECA/IBEW Local 48 contractor Friberg Electric helped get the recycled equipment on line. "Friberg is a quality company," said Campbell. "They've been able to help us take equipment that wasn't top quality and turn it into equipment that is."

Friberg is currently at work wiring Stormwater Management's bagging system. Ernie Pine, electrician on the NECA/IBEW Local 48 job said, "It's great to see a company like Stormwater Management be so successful and at the same time do something that's good for our environment. We're proud to be a part of it.'

## **1997 "Small Business Person of the Year"** sought

Do you or someone you know have what it takes to become America's "Small Business Person of the Year" for 1997?

If so, the U.S. Small Business Administration (SBA) wants to hear from you. But you'd better act quickly since the deadline for nominations is Nov. 15, 1996.

Each year since 1963, the president has designated one week as National Small Business Week in recognition of the small business community's contributions to the American economy. Small businesses today, some 23 million strong, generate more than 57 percent of all sales in this country, 50 percent of our domestic private sector output and about 55 percent of all innovations. Small businesses also lead the nation in job creation, providing approximately two-thirds of all new iobs

Business owners from every state, the District of Columbia, Puerto Rico, the Virgin Islands and Guam, who have been named as their state's "Small Business Person of the Year," travel to Washington for three days of small business-related activities and meetings that typically include high-level government officials. This same pool of winners also vies for the national honor of "Small Business Person of the Year."

Traditionally, the national winner is announced by the president of the United States during a White House ceremony. In addition to receiving nationwide recognition, the media often identifies the winner as a spokesperson on local and national small business issues.

Each state's Small Business Person of the Year must meet criteria which include staying power, growth in employment, increase in sales/ unit volume, innovation, response to adversity, and evidence of contributions to his/her community

Advocate awards are also presented to persons who have used their professional skills or personal talents to further public understanding and awareness of small business. Candidates must have taken an active role in creating opportunities to promote the interests of small business. Advocate categories include: Women in Business, Minority, Veteran, Accountant, Financial Services and Media. An advocate winner may or may not be an entrepreneur.

Special awards are also presented to the Small Business Exporter and Young Entrepreneur of the Year, and the Federal Government Prime Contractor and Subcontractor of the Year. Large companies that started as small businesses are also honored with the Entrepreneurial Success Award.

Nominations in the Small Business Person of the Year, Advocates of the Year and special Small Business Week award categories can be made by any individual, or organizations such as professional and trade associations, business organizations, chambers of commerce, banks, or a small business' employees.

All nominations must be received by an SBA district office no later than Nov. 15, 1996. To obtain information on completing a nomination package, contact your nearest SBA office. In region X, SBA offices are located in Anchorage (222 West Eight Avenue); Boise (1020 Main Street, Suite 290); Portland (1515 SW Fifth Avenue, Suite 1050); Seattle (1200 Sixth Avenue, Suite 1700); and Spokane (West 601 First Avenue, Tenth Floor).

# **Ford Program** for minority suppliers

In keeping with its commitment to become a greater force in the success of the minority supply community, Ford Motor Company today unveiled a program that offers financial assistance to selected U.S.-based minority suppliers.

The program is designed to improve the viability of Ford's preferred minority suppliers during periods of robust growth. It provides suppliers with funding to help pay the interest on new loans that support growth as a result of Ford business. Ford is also exploring options to expand the program to offer minority suppliers technical assistance on a case-by-case basis.

Ford will establish the program in conjunction with lending institutions.

"This program will help strengthen the minority supply base by offering good manufacturers financial support during periods of rapid growth," said Carlos Mazzorin, vice president, Purchasing. "We realize that too steep a growth curve can lead to cash flow problems, and we are committed to helping our minority suppliers not only to overcome this challenge but to grow and prosper.

"While we are proud of the contributions we are making to minority suppliers, we are also keenly aware that supporting these preferred suppliers with financial and even technical assistance is a sound business investment in their future and in our own future."

Minority suppliers who have been identified as long-term, preferred component or service providers to Ford are eligible to receive assistance. The company will pay a portion of the supplier's interest charges on new commercial loans. Ford will not be involved in the day-to-day administration of the loans. five lending institutions will participate in the program, including Comerica Bank and NBD Bank, both in Detroit, Key Bank N.A., working through its subsidiary Key Community Development Corporation and National City Bank, both in Cleveland, Ohio, and Old Kent Bank in Grand

Rapids, Mich.

"This program will be good for the minority business community and for the communities in which those businesses operate," Mazzorin declared. "Strong communities, like strong businesses, are essential to the long-term prosperity and economic growth of this nation."

Ford also contributed approximately \$400,000 to support development of the Hispanic Manufacturing Center within the Empowerment Zone.

## Entrepreneurs tap microsoft small business council

#1 challenge for small business s mastering new media marketing How are small business owners in Portland meeting the competitive challenge of expanding their customer base and increasing their sales? A number of local entrepreneurs had a unique opportunity to air their toughest marketing dilemmas, and learn valuable new "tricks" of the small business trade, during the 90-minute Microsoft Small Business Council videoconference recently sponsored by Kinko's and Sprint.

Speaking to more than 70 entrepreneurs from seven U.S. cities, the Council members offered suggestions on how to leverage the Internet, create a website, and complement new media marketing with traditional marketing tactics such as newsletters and flyers.

Small business entrepreneurs from Portland who won a seat at the videoconference as well as a copy of Microsoft Publisher 97 and \$200 in Kinko's goods and services included: Joan Berninghausen, Scripture Greetings; Kellye Crane, Kellye

Crane Communications; Alan Scally, Ancient Voices; Bridget Benton, Banshee Designs.

With over 2.4 million small businesses online today and 4.8 million expected by 1998, according to Access Media International, Inc., it is no wonder that Council members found that "integrating new media marketing" is one of small business's most interesting challenges.

Council members included: Jill Ellsworth, author of Marketing on the Internet; Dennis Eskow, technical advisor to Home Office Comput-

ing; Jay Conrad Levinson, author of the successful Guerilla Marketing book series; entrepreneurs Brad Edwards, founder of My Fortune, Inc., and Deborah Sawyer, founder of Environmental Design International, Inc.; Chuck Green, desktop publishing wizard and author of The Desktop Publisher's Idea Book; Walter Maiao, a market analyst an senior vice president with Access Media, and Paul Tulenko, Scripps Howard small business columnist an president of Paul Tulenko, Inc., a consultant to small businesses.

We're more than a power company. We're your neighbors, too. That's why it's important for us to actively support education, the arts, community and business development and other events that enhance quality of life and enrich the entire community.

SHEILA HOLDEN CARL TALTON

