

# Observing Vancouver

## Arbor Month with Awards, Activities

For the eighth consecutive year the City of Vancouver has again claimed a "Tree City USA" award from the National Arbor Day Foundation.

The award recognizes the city's progress in community forestry. The city also boasts a fifth-year Tree City USA "Growth Award," given for publishing a brochure, hiring an urban forester and offer-

ing a city-wide leaf pick-up program.

The following activities are designed to celebrate April as Arbor Month:

- Wednesday, April 9, 11 a.m., O.O. Howard House Dedication Tree Planting.
- Wednesday, April 16, 10 a.m.-noon, Frenchman's Bar Regional Park School Planting.

• Saturday, April 19, 10 a.m. - 2 p.m., "Urban Tree Exchange," action project during Earth Action Day.

• Tuesday, April 22, Earth Day Planting, at Vancouver School of Arts and Academics.

This year marks the 125th anniversary of Arbor Day. Contact the city's urban forester, at (360) 696-8005, for more details.

## City Invites Daughters To Work

Millions of girls across America will join their parents at work on Thursday, April 24, to participate in Bring Our Daughters to Work Day.

The City of Vancouver has planned activities to coincide with the national campaign that the Ms. Foundation for Women designed to help ensure that girls remain confident, strong and in school throughout their teen years.

At the city, employee's daughters will spend the morning observing their parent at work, then attend a Brown Bag Lunch presentation in Council Chambers from 11 am to 1 pm.

Mary Jo Briggs, deputy city manager, Suzanne Bick, assistant finance director, will discuss career paths and answer questions.

To complete the day, girls will tour city facilities including City

Hall, police headquarters, Water Resources Education Center, operations center and the main fire station.

At each location a female employee will discuss the job they perform and answer questions.

Lisa Sykes in the city's Human Resources and Risk Services Department is coordinating the activity. Sykes can be reached at 360-696-8142.

## Free Paint Program

The City of Vancouver is accepting applications for its Neighborhood Free Paint Program. The program helps low-and moderate-income city residents improve the exterior appearance of their homes by providing paint and supplies while the residents supply labor.

Over the past seven years, the self-help paint program has helped hundreds of city residents improve the look of their homes and neighborhood.

Eligible applicants must be city residents and meet income guide-

lines. The program is administered on a first-come, first-served basis. Applications will be accepted until all dedicated funding is used. Funding for the program comes to the city from the federal Housing and Urban Development Program and is administered by the city through the Community Development Block Grant Program. The City Council determines which programs receive funding.

For assistance call the 24-hour hotline at (360) 735-8866.

## Public Invited to Nominate City Employees

Nominations of city employees for exceptional service awards are being sought by the Employee Recognition Committee for the City of Vancouver.

Every May, employees are recognized for the service they provide, the manner in which they work and the motivation, values and vision they bring to the workplace.

This year there are eight awards. One employee or team in each category is selected by the Employee Recognition Committee as the award winner. The winners are then considered for the employee of the Year award, chosen by City Manager Vernon Stoner

## The Information Highway: Got A Map? II

BY PROF. MCKINLEY BURT

If the topic sounds familiar, maybe it's because I was right on target in November 1993 with "Highway I", just didn't have space enough to describe or forecast how convoluted and serendipity these arterials would become. I began neatly and concisely as follows.

"The word 'information' has one of the most expansive definitions in Webster's Ninth New Collegiate Dictionary [see Tenth, C 1996]. We are advised No. 1, 'The communication or reception of knowledge or intelligence', and No. 2 'Knowledge obtained from investigation, study or instruction'-and that's just the beginning of a potpourri."

In my 'perspectives' column for this week, "Doing Small Business On A Small Planet", pg 2, I try to remain "on target" by citing several of the 'information retrieval' pitfalls that await the unwary entrepreneur. He with 32 MB RAM, 2 Gs of hard disk and considers himself unconquerable in the information wars would do well to pay some attention to that daily comic strip, "Adam".

This beleaguered house-husband is a piteous spectacle as he tries to launch a computer-assisted enterprise from the depths of his office-in-the-basement. His is never to be a "carpe diem" existence, on the contrary, "each day seizes him." Adam

has become what I've described as tool of the information hucksters--acknowledging their existence and thereby becoming their transcriber and stenographer, filling up acres of files and upgrades with relevant (?) intrusions.

Rather than 'compiling books' on the services and merchandise of other merchandisers, I find some friends have returned their computers to their original productive (and profitable) use--listing and retrieving the cash flow-type entities and persons for real-time marketing. A neighbor tells me, "I love the services and profiles of the reopening public library. They're formatted as I could never be, these are the 'list masters'." Threatens to market from the Reading Room.

Of course all of us regret that the "Information Service" has been discontinued. This has been such a valuable tool for the acquisition of valuable information not always readily accessible to either layperson or the expert. Believe it or not, Portland, Oregon now becomes the only large city in the entire United States without a public information phone line at it's public library. This is a terrible situation, and especially at this time when we are deploring the decline of our education system overall. Year 2000 and the implications for technological readiness are

not going away.

Well, for the moment I may have distracted you from the monstrous volume of junk U.S. Mail, junk fax and junk e-mail. Can we look forward to junk U.P.S. or junk Fed-Ex, don't laugh, you read it here first. But, let us return to further consideration of the "Adam-at-home" type entrepreneur. That is, those who have not been rendered dysfunctional by the hypnotic influence of the NET.

Last Sunday's Oregonian has an excellent article by staff writer Fred Leeson, "Working At home". I like it because the focus is on Portland and it addresses the specific areas of commercial enterprise peculiar to small scale enterprise in the region (Has somebody been peeping at my Portland Observer columns the past several years?). "Micro enterprises are heavily concentrated in services--sole proprietorships, a category dominated by companies with fewer than ten employees, generate 8% of the cities income."

And, finally, keep it in mind that 99% of the so called "Information" you get each day is from the entrepreneurs who's only business experience has been selling information on "how to succeed in business". The same situation we had in the 1849 Gold Strike at Sutter's Mill and during the 'Yukon Gold Rush'.

## Avoid Workplace Drug Problems

Over 70% of drug users are employed. One in ten Oregon adults abuses or is dependent on alcohol. Larger employers already use "drug-free workplace" programs to eliminate these problems.

The result? Workers with alcohol and drug problems are flooding smaller employers. Today, companies of all sizes need to start or update their own drug-free workplace programs to meet this challenge, prevent problems, save money, improve productivity, and foster employee health.

You can learn how to start a drug-free workplace program by attending the workshop to be held

Wednesday, April 23rd in Vancouver, Washington.

Experts in drug-free workplace implementation, drug testing, substance abuse treatment, employee assistance programs, violence prevention programs, legal aspects, and writing drug-free workplace policies will provide a comprehensive day-long training co-sponsored by the Regional Drug Initiative, Clark County Substance Abuse Coalition, and the Vancouver Chamber of Commerce.

The workshop costs \$35 including a continental breakfast and lunch. Handouts and a comprehensive guidebook will be in-

cluded.

Call now and reserve your spot before the April 16 deadline or get more information. Call toll-free to 1-888-JOINDRI or call Karyl at (360)687-7126 or Larry at (503)294-7074.

Drug and alcohol abusers are five times more likely to file a workers' compensation claim, incur 300% more health costs, are one third less productive, are absent from work three times as much, and are involved in over 50% of all violent acts. The estimated cost per alcohol or drug using employee is \$12,000 to \$25,000 per year.

*Happy 6th Birthday Antoinette Washington*

*Love, Dad & Family*

*Thank You So Much  
The world's a whole lot better place  
Because of people like you  
Who give real joy and pleasure  
By the nice things that they do,  
And with your recent thoughtfulness  
Still very much in mind,  
This is meant to bring  
a 'Thank You'  
Of the very warmest kind!*

*--The DeWeese Family*



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# Flori Roberts

## MAKE-OVER EVENT

Saturday and Sunday April 19th and 20th  
12:00 p.m. - 6:00 p.m.

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Join us at our Lloyd Center Flori Roberts Counter on Saturday and Sunday April 19th and 20th as we feature Keith Roquemore National Make-Up Artist. Keith will be demonstrating the new spring color and treatment products. Special gifts with purchase are available for participating in our event.

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