

# Business not as usual

BY PROF. MCKINLEY BURT

You are quite right, those enthusiastic readers who kept me up Sunday evening and started right in again Monday morning: Indeed, I have taken the business game a step higher with the series appearing in my "Perspectives" column (p.2) "Business Information You Can Trust." See the Observer, April 16, 23, 30 & May 7.

Over the years I have learned that no matter how excellent a particular "How To" book may be in respect to the formation or operation of a commercial enterprise, there always seems to be a critical step or paradigm that is missing. In this case, most are not likely to notice the absence of a planned correlation of business basics with certain standard information formats published by federal and state governments.

Nor could a neophyte be expected either to comprehend or effectively integrate the parallel concepts. After all, one becomes aware of the usefulness and ubiquitous, nonstandard applications of the governmental materials only through years of experience (And for some of us, that never happens). This is the reason for my introduction of standards. I pioneered in university courses: "Gales Encyclopedia of Associations - Thomas' Register of Manufacturers - Standard Industrial Classification Manual - Dictionary of Occupational Titles."

There are so many new business persons on the scene - and not just minorities and women - that I now

wish I had early on written a book or manual on this integrative technique. However, I am well along in achieving that goal. Interestingly, I have heard from several government employees who compile and/or use these standard manuals in their original mode; they are absolutely flabbergasted at the extended applications, and to contemplate a business enterprise.

Let me say something here that may be surprising to those who may consider me constantly to be on the case of the establishment media. The Oregonian newspaper now publishes some excellent articles on small business operations, the kind I began here over a decade ago -- and would complain that you could seldom find these in the daily press. We may presume that the climate for change is generated at the very top, Fred A. Stickel, publisher.

Let me combine that happy thought and a supporting example with a particular model from one of those governmental standard formats -- see today's "Perspectives", p 2. The Sunday Oregonian, April 27, 1997 has just such a supportive example on page 4 of the business section, "Banking On The Store." Detailed is the small-business partnership of two women in the first year of a gift shop. Already, close attention to detail and customer interaction is producing the "profitable niche 'within' a major industry group."

I hope the males are not getting

somewhat vexed or even turned-off by some of my material that seems heavily dedicated to the distaff domain. Women are moving up strongly in this enterprise game and it will be to all our advantage to observe how swiftly they are learning the game. Inventions, innovations and profitable modifications of the tried-and-true are surfacing every day. Don't jump hostile, join them; harmony is the song of commerce.

Be sure to check out page 34 of the May issue of National Geographic magazine: "New Voices, New Visions, New problems." I was fascinated with the details of "The Self-Employed Women's Association" of India. Recently I have written articles here on innovative aids to economic development (Small is Beautiful-Small lending - Etc.) but this regional self-organized service for indigenous women bears some intense study and evaluation. What components could be transferred to the 'hood with or without modification?

It is an impressive effort, providing insurance, health care, legal aid, shelter, childcare, job training and other services to 220,000 members. Got some ideas ladies? need some help? Call! Which reminds me; you've been reading here from time to time about my success in working with women inventors. I'd like to see a full-scale organization with industry support components. Can we do it? My number is 284-7080, Fax 284-0484.

# Sentencing Disparities Are Unjust

A sentencing panel recommended narrowing the wide disparity in federal sentencing laws that treat trafficking in crack cocaine more harshly than selling the powdered variety.

"Although research and public policy may support somewhat higher penalties for crack than for powder cocaine, a 100-to-1 quantity ratio cannot be justified," the U.S. Sentencing Commission said in a report to Congress Tuesday.

Federal law requires a five-year minimum sentence for people caught selling 5 or more grams of crack.

However, someone convicted of trafficking powder cocaine would get the same sentence only if 500 grams or more were involved.

Noting that blacks make up almost 90 percent of those convicted in federal court of distributing crack, the commission said, "The current penalty structure results in a perception of unfairness and inconsistency."

In 1995, President Clinton and Congress rejected the sentencing commission's recommendation to equalize penalties for trafficking in crack and powder cocaine.

But Clinton said Tuesday his administration will give the new recommendation "very serious consideration."

"The sentencing laws must continue to reflect that crack cocaine is a more harmful form of cocaine," the president said in a statement issued by the White House. "However, some adjustment to the cocaine penalty structure is warranted as a matter of sound criminal justice policy."

Clinton said federal prosecutors should target mid- and high-level drug traffickers instead of low-level dealers. He said he has asked Attorney General Janet Reno and drug policy adviser Barry McCaffrey to review the proposal and report to him within

60 days.

Reno and McCaffrey said in a joint statement the proposal "moves us in the right direction." They said the current policy does not adequately target federal prosecutions toward mid- and high-level cocaine sellers and also "appears to have a disproportionate racial impact."

The sentencing commission recommended that for crack cocaine, Congress raise the 5-gram trigger for a five-year mandatory sentence to somewhere between 25 and 75 grams.

For powder cocaine, the 500-gram threshold for the same sentence should be lowered to a level between 125 and 375 grams, the panel said.

Penalties for selling other amounts of crack and powder should be similarly adjusted, the panel said.

And, it recommended reducing the penalty for simple possession of crack to the level now in effect for powder cocaine.

Currently, a five-year sentence is required for possession of 5 or more grams of crack, while possession of powder in any amount is punishable by no more than one year in prison.

"All of these drugs cause great harm to individuals and to society at large," the commission said, but it added that violent street crime and addiction are more often associated with crack distribution.

Raising the amount of crack required for a five-year minimum sentence will focus federal prosecutions more on mid- and high-level sellers, the panel said. Sentences still can be increased for dealers who use guns or are involved in violence, it added.

The commission said federal prosecutions should target "serious dealers" while leaving other prosecutions to the states.

The vast majority of drug prosecutions now occur in state courts.

# College Names Woman

The college that in 1840 awarded the first baccalaureate degree to a woman named its first woman president on Tuesday. In Wesleyan College's 161-year history, all of its previous presidents have been men.

Nora Kizer Bell, Ph.D., dean of the College of Arts and Sciences at the University of North Texas, will become the 23rd president of Wesleyan.

"I want, whatever I do, to serve as a model of what young women can accomplish in higher education and in their communities," Bell said.

She holds a doctorate from the University of North Carolina, a master's degree from the University of South Carolina and a bachelor's degree in philosophy from Randolph-Macon Woman's College.

Bell has extensive teaching and research experience in philosophy and bioethics, fields in which she is widely published. She is the author of one book and a second in progress.

She has received the Order of the Palmetto, the highest civilian award presented by the governor of South Carolina.

The college's Board of Trustees elected Bell during a called meeting on Tuesday.

Students, faculty, staff and trustees of the college attended a campuswide "town meeting" to celebrate the announcement and meet Bell.

Wesleyan's Dec. 23, 1836 charter to grant degrees to women preceded that of any other women's college, including Mount Holyoke College, which was founded in 1837 as a female seminary and years later revised its charter to grant college degrees.

Oberlin College, a coeducational institution, awarded its first bachelor's degree to a woman in 1841, nearly a year after Wesleyan.

## Homicide/Arrest on N. Mississippi

On Monday, April 21, 1997, at approximately 9:00 in the evening, Northeast Precinct Uniform Officers were contacted and directed by people on the street to the area of the 5600 block of N Mississippi Avenue. There officers found 28-year-old Stanley Eugene Winston,

Jr., (MB, 112968) suffering from a stab wound to the chest. Winston was transported by ambulance to a nearby hospital where he died as a result of his wounds.

Taken into custody, without incident near by, was 41-year-old David James Kelly (MB, 032156). Kelly

was charged with Murder and lodged without bail in the Justice Center Jail.

According to investigators, the incident stemmed from an argument between Winston and Kelly, who knew each other. The investigation is continuing.

## Growth Benefits Cited In Study

A new study on growth not only uses inappropriate methodology to reach its findings that growth does not pay for itself, it also completely ignores the taxes, revenues, fees, and income generated by new home construction and paid by new home buyers.

"The claims made in this report about the costs of growth are simply not credible," said Kent Colton, executive vice president and chief executive officer of the National Association of Home Builders referring to the report released by the Carrying Capacity Network this week.

"The methodology used to determine the cost of growth is flawed, and the other side of the equation, the benefits of growth, weren't even taken into consideration. This is a one-sided report designed to mislead the public," Colton said.

The report extrapolates the public costs of supplying services and infrastructure resulting from the construction of a single-family home all from one "representative" case in Oregon. That number is divided by an "assumed typical family size of 3.1."

That methodology assumes that every city in the country has the same level of public services as cities in Oregon, and that those levels of services increase and decrease proportionately with increases and decreases in home prices.

"There is certainly no reason to believe that the cost of supplying public services in Oregon is representative of the entire country, and there is certainly no reason to believe that the cost changes dollar for dollar with the cost of homes," Colton said.

In addition to the flawed methodology, the analysis does not recog-

nize the hundreds of thousands of dollars generated when a new home is built.



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