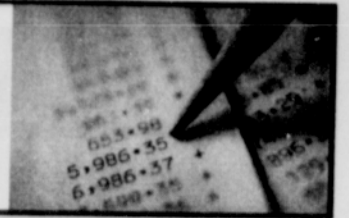


Business & INDUSTRY



BUSINESS BRIEFS

Costco wholesale to host area businesses

Don't miss a great opportunity to start the day off with some valuable contacts! Up to 100 local businesses will gather for the Portland metro area's premier networking event.

Networking begins at 8 a.m. on Friday, June 20, at Costco Wholesale, 15901 SW Jenkins Road, Beaverton. Hosted by Costco Wholesale and the Beaverton Area Chamber of Commerce, the event is open to all area businesses, and admission is free. Call the chamber at 644-0123 for more information about the weekly networking or the other professional development opportunities available to the business community.

The Beaverton Area Chamber of Commerce is a non-profit organization of 800 members representing approximately 26,000 employees in the Portland metropolitan area.

Learn how to remember customers' names at Chamber Roundtable

Customers are pleased when you remember their names, but how do you keep track of all of them? Learn how to do just that at the June 18 Business Roundtable, featuring Marilyn Sangmeister of Customer Service from the Heart. The roundtable is held at McMenamins Pub & Restaurant, 2927 SW Cedar Hills Blvd., Beaverton, from 7 to 8:30 a.m. In this week's topic, "The Name Game," Sangmeister will teach you how to remember your customers' names so they will remember yours when they are ready to buy.

The roundtable, hosted by the Beaverton Area Chamber of Commerce, is a discussion group designed to help business people learn from their peers or local experts. There is a \$2 charge for coffee and a muffin. Call the chamber at 644-0123 for more information.

The Beaverton Area Chamber of Commerce is a non-profit organization of 800 members representing approximately 26,000 employees in the Portland metropolitan area.

Neighborhood Capital, Concluded

BY PROF. MCKINLEY BURT

My final comment last week was, "I didn't get my accounting clients with newspaper ads -- it was through conversations wherever I met people, many of us 'know' but can't articulate."

And I should have added, "and no matter how odd the circumstance." I recall a particular instance in point. While trying to survive on a three-client practice-and paying the late Bill McClendon \$10 a month office rent-I held down a three-nights-a-week bread and butter job waiting tables at a fashionable local night club. A somewhat tipsy used car dealer requested "something more substantial than this napkin" on which to write a ladies phone number.

I obliged him by offering the blank side of one of my new professional business cards, "Accountant & Auditor." Three weeks later I got a call from the gentleman, "I've had it with this bookkeeper of mine'. I don't know where I got your card but I'd sure like to 'talk' to you." And talk we did-over the phone a lot, while he checked out my meager three references before inviting me out to make a personal presentation.

A talkative and gregarious man who could convert a comment about the weather into an extended colloquial discourse, he never blinked an eye on discovering that I was an African American. And given that his inquiries had confirmed my reputation for competency he was quite sure he had a winner, introducing me to other dealers who became my clients. Many of whom it turned out had never experienced an "audt" conversation with a black person in their lifetime.

That's all well and good, using your 'conversational capital' at that level, advancing professional careers, but back at the neighborhood-where it all has to happen, beginning with the child-please continue and accerate

those gains in social and cultural skills. We're speaking of those cross-cultural school and playground activities and especially those formal and informal high school groups at a later state (from science to debating).

One needs to be comfortable, articulate and perceived at ease in that latter venue for it is the defining threshold, entrance into the university community and then the economic realities of a career. Last year around this time, I emphasized how important it is to talk with your children, to draw them out, extend them, convince them that their words and ideas are important. This was July 17, 1996 in my Observer column, "Perspectives", "Children, Language And Norma Loquendi" (Norma Loquendi actually is not a girl's name, but is Latin for "the common speech of the people"). And for an example of how successful such language experience can be, I described the pleasure of meeting a number of secure and accomplished young adults who had been students in the early grades at the local Black Educational Center. Their neighborhoods work!

I emphasized how important it is to talk with your children, to draw them out, extend them, convince them that their words and ideas are important.

And then one might wonder if I had some sort of prescience at the time, for it was this January 8 when I wrote a special article for the Observer attacking "Ebonics."

The media informs us that this educational travesty has died a natural death, and we can only hope that the educationists have returned to teaching a decent level of the "Norma Loquendi."

A reader makes an interesting point. "We had a 'Million-Man-March, the million returned home but nothing much has happened. Where are the economic benefits that should have resulted from the investment of this much social capital? Is it to late for us to develop the communication skills that are prerequisite to successful group action, neighborhoods that work?"

NationsBank named Corporation of the Year

NationsBank has been named corporation of the year for 1997 by the National Association of Urban Bankers' (NAUB). NationsBank Dealer Financial Services president Milton Jones accepted the ward in Detroit, MI.

The NAUB Corporate Award is presented to a corporation or financial institution for its demonstration of outstanding performance in support of the NAUB mission, goals and objectives. The Award is granted to institutions nominated by a NAUB Chapter or any individual member of an associate or affiliate Chapter.

NationsBank joins past recipients including Fannie Mae, Bank of Boston and Bank of America.

NationsBank is looked upon as a model for business throughout the country for its commitment to diversity. This commitment is evident in many forms: Since 1990, the NationsBank Minority Business Development Department has led corporate efforts to increase minority - and women-owned business bidding for procurement and professional service contracts awarded by NationsBank. In 1996, NationsBank spent \$100 million with minority-owned business. NationsBank was

named Corporation of the Year in 1996 by the National Minority Development Council.

In addition, NationsBank offers innovative programs to develop minority and women-owned businesses. NationsBank hosts an annual Mi-

nority supplier showcase providing minority suppliers with the opportunity to attend educational seminars, learn how to do more business with NationsBank and meet with procurement representatives from other large corporations.

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