

Business & INDUSTRY

Baugh Construction and The Port of Portland Award Large Contracts to Two Minority Owned Firms

Two Portland companies, Ebony Iron Works, Inc. and Carr Construction, Inc., were recently awarded large construction contracts by Baugh Construction, (CMGC) Construction Manager General Contractor, for Portland International Airport's multi-million dollar Terminal Access Program (T.A.P.) Project.

Ebony Iron Works, Inc. was awarded its single highest dollar contract to date to supply fabrication and furnishing of miscellaneous metals for the garage structure for a total of \$1.4 million.

Ebony Iron Works owner, Ed Holmes, and Co-Owner Brian Gattuccio, combined have over 55

years of experience in all areas of fabrication-processing, plant management and materials selection.

Primary for the company, Ed Holmes, stated Ebony Iron Works "is proud to be a part of the Airport Expansion Team, working with Baugh Construction" and that they intend to do their utmost in delivering its product on schedule and within the contract budget. They have already begun fabrication for the project.

Ebony Iron Works participated in construction of the Rose Garden Arena, OHSU facilities, the PGT Building and completed their portion of the Harbor Wall two months ahead of schedule.

Ed Holmes is past president of the Black Contractors Alliance (BCA) and a participant in the Port of Portland Mentorship program.

Carr Construction, Inc. was awarded a \$586,000 contract for installation of miscellaneous metals for the garage structure.

Carr Construction, Inc. was founded in 1986 and specializes in steel erection for commercial and residential construction. Carr Construction has worked on facilities for Hewlett Packard in Corvallis, the Center for Self Enhancement, Intel and the Multnomah County Juvenile Justice Building and Library.

Owner Kenneth Carr indicated

"they have always wanted the opportunity to do more projects with Baugh Construction and that they are very excited about their participation on this project." Their company motto is "good service brings repeat business." Carr Construction has received numerous recognitions and awards for their construction safety practices.

Both firms extended their appreciation to Vince Sheridan of Baugh Construction, HUB Coordinator Faye Burch, Vice President and T.A.P. Project Manager Ross Vroman and to the Port of Portland.

Muse brings diversity to advertising world



J. MELVIN "JO" MUSE

Portland is hearing the important message of cultural and ethnic diversity from a leading expert on marketing.

"Most advertising agencies value popular culture, but devalue ethnicity in the making of their work," says J. Melvin "Jo" Muse.

Muse examines advertising messages in light of their cultural and ethnic meaning. He challenges how advertising agencies

think of themselves, their people and the promise of their work. Muse shows cultural and ethnic messages can be very effective at reaching and influencing young, urban consumers. He was scheduled to address the topic Wednesday before the Portland Advertising Federation.

Muse founded Muse Cordero Chen, Inc. in Los Angeles in 1986, America's first multicultural advertising agency.

System Benefits Mexican Residents

Sending hard-earned dollars to family members and loved ones in Mexico is a common practice for Oregon's Hispanic workers. However, this transaction can be unpredictable and risky. That's why U.S. Bank and Mexico's Banca Serfin have joined forces to provide and promote an easy, safe and convenient method of money transfer between Oregon and Mexico.

A new special wire transfer arrangement between U.S. Bank and Banca Serfin is being introduced to consumers. The service allows individuals to present dollars at U.S. Bank branches in Oregon to be wired to Banca Serfin in Mexico where they are converted into pesos and made available to the recipient at any Banca Serfin branch within 24 hours - safely, confidently and without risk of postal errors or theft.

According to Barbara Smith, community investment manager for U.S. Bank in Oregon, the wire transfer option meets a special need within the Hispanic community.

"For the many people who have sent money to Mexico and had it lost or stolen, this service provides an excellent and welcome alternative," Smith said. "Knowing that funds will arrive promptly and safely in the hands of family members will be a great relief to many. The recipient only needs to show identification to claim the incoming money. No fees are paid at the receiving end of the transaction," Smith added.

Employees from U.S. Bank and Banca Serfin will launch an extensive community education program to address individual concerns users may have regarding use of banks or wire service technology. Outreach efforts will also include information on money management. "We plan to meet with employees, community leaders and Hispanic organizations to help them understand how the service can benefit them," said Smith.

Individuals simply visit U.S. Bank branch and complete a brief form to initiate the wire transfer. The form is available in both English and Spanish, and bi-lingual employees are on hand for assistance. The transfer costs a flat \$25 for both customers and non-customers and is payable on the sending end of the transaction.



A grand opening on Friday welcomed LaNossi Fashions to the Alberta commercial district. The women's apparel and sports clothing outlet is located at 5429 N.E. 30th.

Katz, City Council Approve Increase Contracts To Minority/Women Firms

Unanimous Passage of Sheltered Market Program and Direct Services Pilot Program marks Another Milestone for Fair contracting and Employment Strategy

The City took another step in remedying disparities in the number of contracts awarded to disadvantaged/Minority/Women/Emerging Small Business Enterprises (D/M/W/ESB). Continuing the implementation of the Fair contracting and Employment Strategy approved by City Council this February, Mayor Vera Katz and City Commissioners unanimously

approved two new programs, the Sheltered Market Program and the Direct Services Pilot Program, to take effect immediately.

"This Council made a commitment to Portland's minority community that we would rectify disparities of the past," said Mayor Katz, "and I am therefore very pleased to see us moving forward on the Fair Contracting and Employment Strategy so quickly."

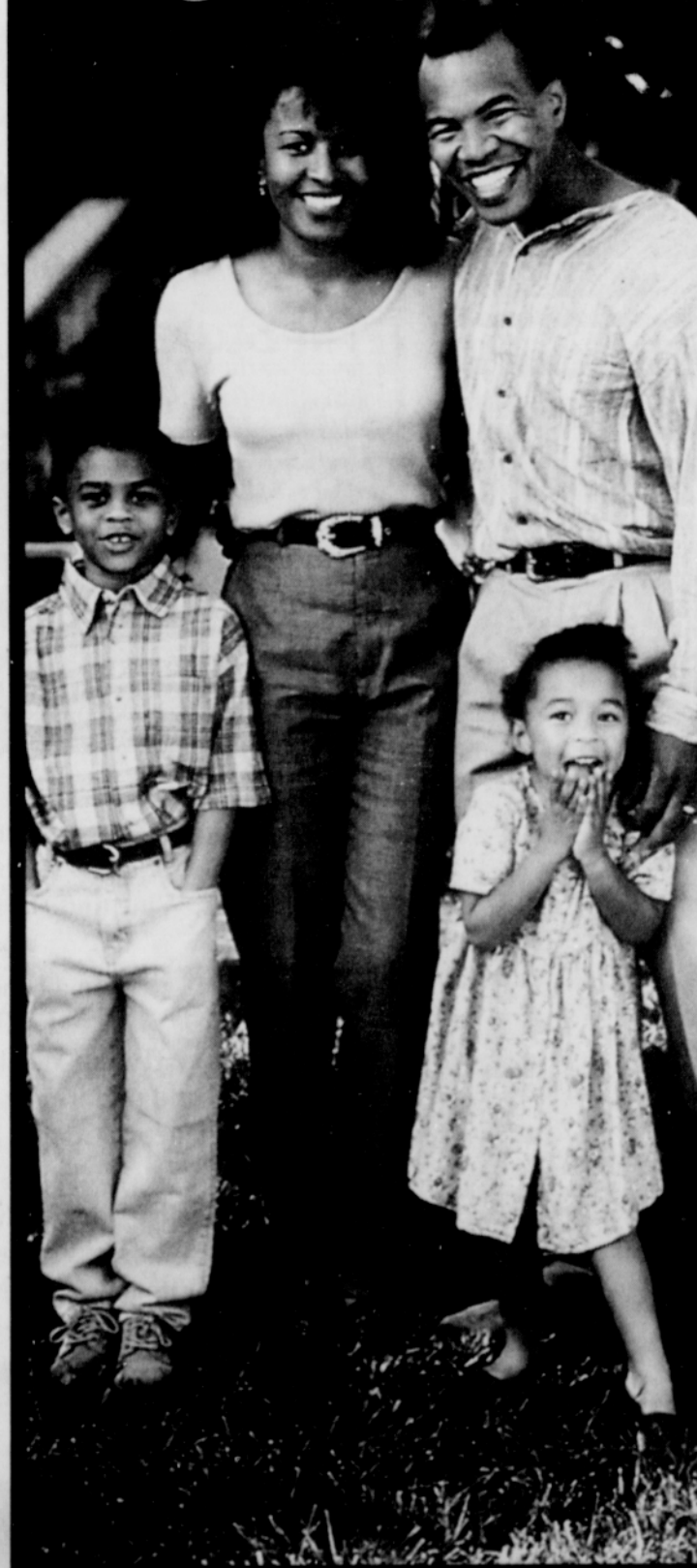
To offset such historical discrepancies, the narrowly-tailored Sheltered Market Program will provide

small prime contracting opportunities for developing firms to work directly with the City. By increasing the capacity of minority, women-owned, and emerging small businesses to bid and perform on City construction contracts, the program is expected to boost competition and lower contract prices. Specifically, the program allows the city to set aside up to one half of all construction contracts between \$44,584 and \$200,000 to be exempt from the full competitive bidding process and instead be bid competitively within the Sheltered Market Program.

Such contracts constitute approximately 5% of the City's overall construction dollars, therefore, 95% of remaining contracting dollars will remain open to all bidders, including minority- and women-owned businesses.

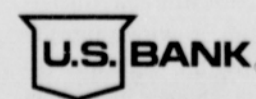
Firms may obtain application packets for the Sheltered Market Program by calling 823-5578 or picking one up at the Bureau of Purchases in the Portland Building, 1120 SW Fifth Ave., Room 1313.

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You don't have
a big down payment.



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you should
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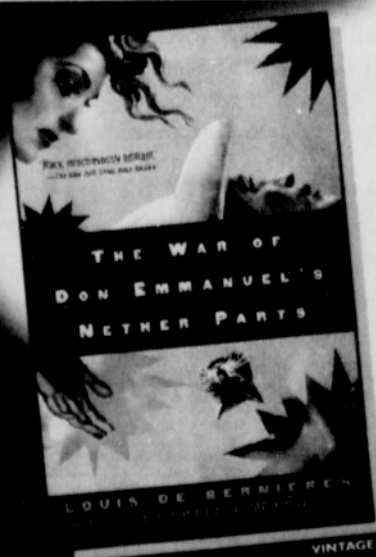
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The War of Don Emmanuel's Nether Parts is the rambunctious first novel by Louis De Bernieres, author of *Corelli's Mandolin*, set in an impoverished, violent, yet ravishingly beautiful country somewhere in South America, where the haughty Doña Constanza decides to divert a river to fill her swimming pool, with consequences that are at once tragic, heroic, and outrageously funny.