

MINORITY *Enterprise* DEVELOPMENT



Solomon D. Trujillo President & Chief Executive Officer U S West Communications

US WEST CEO, Named National Business Advocate of the Year

U.S. Hispanic Chamber Honors one of three Hispanic CEO's among the top fortune 200 companies

Sol Trujillo, US West Communications President and CEO, Named National Business Advocate of The Year By U.S. Hispanic Chamber The U.S. Hispanic Chamber of Commerce has recognized Solomon D. Trujillo, president and CEO of US West Communications, as its National Business advocate of the Year. The award was made at the Chamber's 18th annual national convention. "Sol Trujillo has shown tremendous leadership in improving opportunities for Hispanic Americans - both in the business world and in the community," said Jose F. Nino, president and CEO of the U.S. Hispanic Chamber. "This honor recognizes his success as a business leader, and his dedication to giving other Hispanic Americans the same

chance for success." "Sol has been an exceptional advocate for opening doors to increased opportunity for all Americans," said Ronald E. Montoya, chairman of the Board, U.S. Hispanic Chamber. "He is a rising star in the world of telecommunications and in the Hispanic community." Trujillo, one of only three Hispanic CEO's among the top Fortune 200 companies, has helped lead a turnaround for U S West Communications in his just over two years as CEO. As head of U S West Communications, Trujillo has worked to improve service and bring new solutions to 25 million customers across a 14-state region. He has also expanded services to the Hispanic community. As head of the Small

Business Market Unit, Trujillo brought a Hispanic small business focus to U S West, and launched its first Spanish-speaking service center, called El Centro. Trujillo is a trustee of the Aspen Institute for Humanistic Studies, and this year chaired the Institute's Forum on Hispanic American's & the Business Community assessing the impact of Hispanic Americans on business and consumer markets. He is also on the board of the Tomas Rivera Policy Institute. Trujillo serves on the corporate board of advisors for the National Council of La Raza, on the advisory board of the Latin American Educational Foundation, and started U.S. West's corporate involvement.

Portland Minority Planners Meet

Oregon Convention and Visitor Services will host the third annual Hospitality tour '97 which will host numerous influential minority meeting planners, site selection and travel media representatives that are considering Portland as a destination for future conventions, conferences and meetings.

Over the past several years, Portland has been elevated to national competitive status and has been recognized as the top city for ethnic minority convention marketing efforts. Roy Jay, President of Oregon Convention and Visitor Services says that the 1997 event will have several citywide receptions where out of town guests will be able to meet local residents, business owners and professionals. Jay said that Portland's success in the ethnic convention market is directly related to the overwhelming positive support that has been received from the minority community as well as the hotel and hospitality community. "Things have changed drastically over the past three years. We have an unbeatable teamwork approach with the hotel community and the visitors association. Under the new direction, Portland has garnered several new ethnic minority conventions to the City of Roses.

According to a national survey, African American convention and tourism business is valued at over \$32 billion annually and growing. A recent article in Business News USA, based in Dallas and Meetings & Convention Magazine of New York have both recognized Portland as being the new preferred destination of consideration by many ethnic minority organizations.

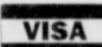
Hospitality Tour '97 will host the following national representatives: Gospel Music Workshop of America, National Organization of Black County Officials, Blacks in Government-National Office, National Black Association of Speech, Language & Hearing, National Newspaper Publishers Association, Career Communications Group, National Association of Blacks in Criminal Justice, National Society of Black Engineers, National Association of Minority Automobile Dealers, Kappa Alpha Psi Fraternity, National Black Police Association, Complete Convention Services, Black Traveler Magazine/ Los Angeles Times.

Those local companies or individuals that are interested in attending the Hospitality Tour '97 community receptions should contact OCVSN at 224-5794, Ext. 22. Dates and locations will be announced within the next two weeks.

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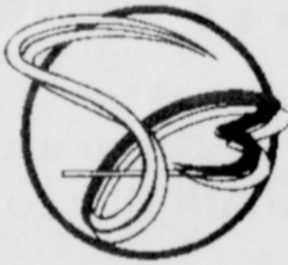
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