

Construction to Begin for Portland's New Paramount Hotel

With design approval in hand and final permits processing, WestCoast Hotels will soon begin construction of Portland, Oregon's new Paramount Hotel. Already, demolition has taken place and the construction site has been prepared. The projected three star, three diamond property is targeted to open in the summer of 1999.

"We currently run two of Portland's finest four star, four diamond hotels—the Benson Hotel and the RiverPlace Hotel. We feel the market really needs quality three star accommodations," says Matthew Murphy, Executive Vice President of Marketing. "As it stands, there's few rooms available in Portland for a \$125 a night. That's what the Paramount will provide."

The new Paramount hotel was designed after its sister property, which bears its same name in Seattle. The original Paramount was developed and equipped with input from years of feedback from other hotel guests.

"With all its special touches, Seattle's Paramount has been met with overwhelming success," says Murphy. "Our Portland hotel has taken that design one step further with the input we've received since Seattle's opening." Some of the improvements Murphy refers to include larger guest rooms and larger bathrooms, each with a separate tub and shower.

Centrally located in downtown



Portland, the hotel will offer 154 guest rooms, 1,500 square feet of meeting space, a state-of-the-art fitness center and a restaurant. Telephones with data ports and voice mail, in room coffee makers, hair dryers, irons and ironing boards will be standard features in all guest

rooms. WestCoast plans to franchise Blowfish Asian Cafe, currently located in Seattle's Paramount Hotel and ranked one of Seattle's Top Three New Restaurants, and locate a second Blowfish restaurant in the Portland Paramount Hotel.

TEENAGE AUTO ACCIDENT FATALITIES INCREASE DURING SUMMER MONTHS

"The month of May marks the beginning of the most dangerous time of the year for teenagers to be behind the wheel of an automobile," warns Marianne Macina, CPCU, regional manager for Western Insurance Information Service (WIIS).

"Automobile crashes are a particular problem for your youth," she says. "The life expectancy of every age group in the U.S. has increased during the past 75 years except one - teenagers, whose death rate is higher today than 20 years ago mainly due to auto crashes."

More than 5,500 American teenage drivers are killed every year in traffic crashes, according to the National Safety Council. Here at home, the Oregon Department of Transportation (ODOT) Traffic Safety Section preliminary statistics show that Oregon teenage drivers (age 15 - 19 years old) were involved in 11,608 crashes in 1997 - 93 of these crashes were fatal, 6,075 involved injuries and 5,440 resulted in property damage only. Even worse, 110 people were killed and 10,956 were injured last year in collisions involving teenage drivers in Oregon.

In Oregon, where it is state law to "buckle up," 154 teens (both drivers and passengers) involved in accidents in 1997 were reported not wearing safety belts. Even worse, 79 of the teen drivers involved in accidents were driving impaired (drugs or alcohol). Another 1,313 of the Oregon teens involved in accidents last year were driving too fast for

conditions or were exceeding the posted speed limit.

"As June, July and August come and go, the highest monthly totals of the year occur," says Macina. "That's why the insurance companies through WIIS recommend the following survival formula to teenage drivers."

- * Obey all traffic laws and drive within the posted speed - a traffic violation is just a collision that didn't happen.

- * Buckle up your safety belt every trip and make sure all passengers do the same. It's not only the law in Oregon, it's your primary protection against serious injury. Car manufacturers install a safety belt for the number of passengers that it is safe to transport in that vehicle. Make sure they all use those safety belts, even in the rear. Sure, they may be uncomfortable at times, not macho and wrinkle your clothes, but the alternative may be two weeks in the hospital or crutches for six months, a seriously maimed friend facing years of plastic surgery or, even worse, death - so, why not start a habit for life right now and buckle-up?

- * Drive defensively - most collisions are caused by driver error and are preventable.

- * Choose not to drink and drive. The legal age to purchase, possess or consume alcohol is 21. Celebrate at an alcohol-free, drug-free graduation party sponsored by your school, parents and community.

A recent study by the Insurance Institute for Highway Safety shows

that the claim experience for U.S. Teenage drivers, particularly 16-year-olds, isn't getting better but worse. While enough data isn't available to assess why the death rate for the youngest drivers is going while rates are trending down among older drivers, even older teenagers, some hypotheses seem plausible:

- * easier access to cars than ever before,
- * inexperience at driving, and
- * driving more in high risk circumstances - e.g. at night.

Unfortunately, the problem of deaths among 16-year-old drivers is not going to decline without help since the population of 16-year-olds will continue to grow through the next decade.

Traffic safety advocates across the country contend that a promising way to reduce deaths among 16-year-old drivers is to adopt graduated licensing systems that phase in driving privileges in stages as young beginners gain more experience behind the wheel. Such stages include six months or more in a learning phase, during which supervision is required. Another six to a year in an intermediate licensing phase, during which unsupervised driving isn't allowed in high-risk situations - e.g. at night or with other teens in the car.

Since 1996, six states - CA, FL, GA, MI, NC and OH - have adopted programs that include essential elements of graduated licensing. Data, now being collected on the results, should begin to draw a picture in early 1999.

Local Producer, House Of Umoja, And AYOS Wins Regional, National And International Awards

Grassroot News and Portland's House of Umoja domestic violence video, "Dating in the Hood: Domestic Violence," recently garnered international and national success.

"Dating in the Hood" won a silver medal in the 1997 Summit Creative Awards competition. The Summit Awards involved Film and Video entries from advertising firms and production studios throughout the United States, Canada, and Australia.

In addition "Dating in the Hood" was awarded a Bronze apple in the National Educational Media Network Film and Video competition. The Apple competitions are educa-

tional video and film productions from the United States, Mexico, and Canada.

"Dating in the Hood: Domestic Violence" is a domestic violence awareness and prevention video. Produced in August 1997 by Grassroot News with the talents of 17 youth recruited from local social service agencies.

Funded by the City of Portland's Operation ReFocus, "Dating in the Hood's" primary client was House of Umoja with collaboration from the Youth Gang Program, Multnomah County Violence Prevention Program, the Department of Community and Family Services and the

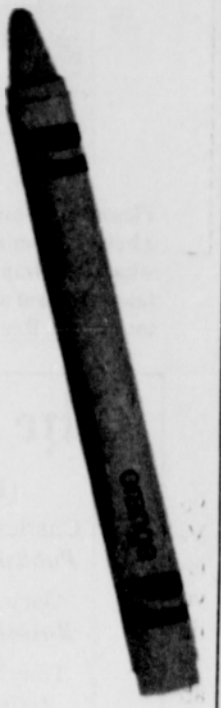
Department of Juvenile Justice.

Regionally, Grassroot News and the Albina Youth Opportunity School (AYOS) placed first in the video completion "Best of the Northwest" for their video "Clocking Dollars: How to Keep a Job."

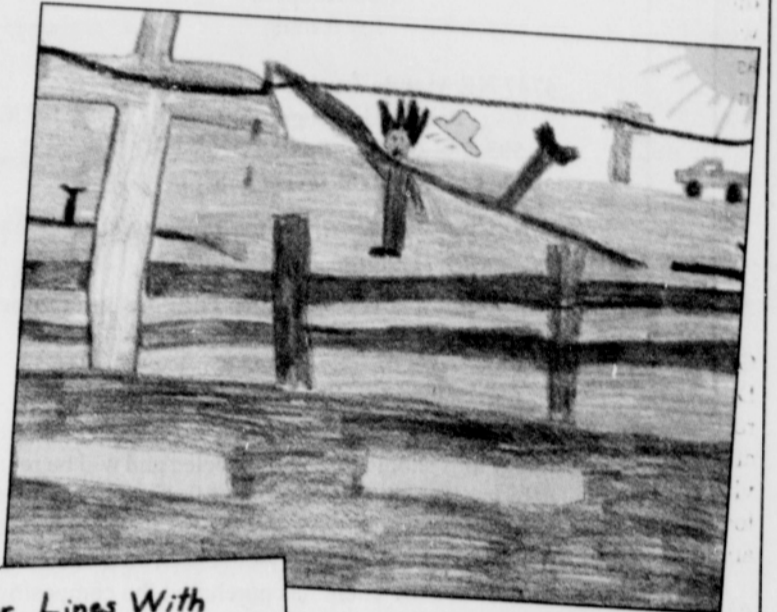
This video developed out of Summer School (1997) where employment retention tactics were explored, skits created and recorded on video tape. Additional sponsorship for "Clocking Dollars" come from GIFT Family Services.

For more information contact Lanita Duke, Producer: Grassroot News (287-9074).

Old MacDonald
had a farm
E-I-E-I...
UH OH



Check for overhead lines when moving irrigation pipes or equipment



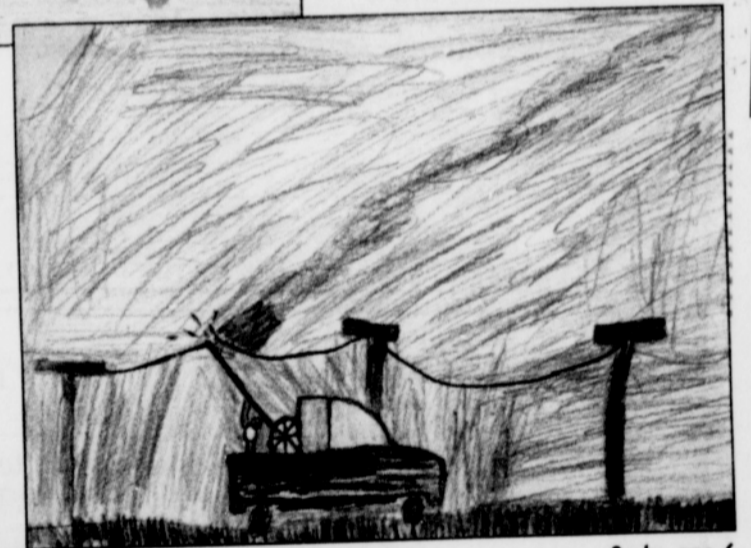
JDM, age 10

Farmers! Do Not Hit Power Lines With Irrigation Pipes



Kayleen, age 7

Use spotters when operating trucks or heavy machinery



Cody, age 6

Always wear proper safety equipment

Avoid power lines when clearing debris



Jacilyn, age 12

Locate all power lines before pruning trees or harvesting fruit

Outdoor electric safety is important to all of us — especially this time of year when we're outside more. With the help of some of last year's winners in Pacific Power's Electric Safety Contest, we wanted to make you aware of some of the potentially hazardous situations you and your kids can get into while working or playing outdoors.



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