

A "Street of Dreams" and "Village for Sale"

By Prof. McKinley Burt

What was it about those two phrases that struck an ironic chord in the hearts of many inner city residents, who read the "Homes" section of Portland's daily newspaper this past Sunday?

An African American grandmother voiced it very well, "Those terms we used to introduce in-depth article which, in each case, were sophisticated and well-designed marketing of real estate. She made a special connection with the statement, "Village for sale: A Bend builder tests the market for a new dream of old-fashioned community." Smart lady-wish she was still teaching.

She was not the only Northeast resident to call and say that, "they are finally beginning to catch on-just need a few more schoolyard massacres." And other, as well, cited the points I've made in the recent series of articles; particularly last weeks' very relevant summary.

"This, indeed has been 'the way it was'...the remarkable socialization of the village, the extended family of home, school and neighborhood which structured the spiritual strength and humanity that sustained black people through all the racism.

As to be expected there is a postmodern catch phrase to describe an 'old' concept. "New Urbanism"-all of the basic principle developed by a group of builders, architects, planners and community activists. We wonder if any 'inner-city residents' ever are included in this planning structure?-that is before they are wiped out by Urban Renewal or Light Rail. A process endangering other environments.

Not all their concepts agree with what we have been saying here, but it

seems obvious that someone has taken a look over our shoulder. 'Borrowed our space,' if you will; from neighborhood to dwelling and from street to shop.

"All development should be in the form of compact, walk able neighborhoods or districts...transit stop and retail businesses...designed to encourage pedestrian use without entirely excluding automobiles...street should be a network linked into blocks, with building fronts facing the street instead of parking lots...public transit should connect neighborhoods"...residences, schools, shops close to each other.

Back to the future! But not all the way and many African Americans are quite concerned that the socio economics of most "New Urbanism" projects will exclude them. "A wide range of housing should be available for all types of incomes, ages and family types where they can live within a single neighborhood or district."

That last quote rings an alarm bell for most blacks, who up to that point had seen an encouraging social and economic promise in these projected realignments of the basic urban environment. The current opposition of builders to mandatory inclusion of either low-income whites or blacks in upscale projects is not expected to change soon.

As I said in an article last year (12/17/97), American Philosophy of Land and Space: "A century of northward migration to the large central cities brought African Americans into a strange congruence with an alleged urban paradise shaped by that pantheon of planners, architects, essayists and sociologists who are revered by the urban planning establishment-Lewis Mumford, Frank Lloyd

Wright, et al"

And it was within these fiery urban furnaces that black people fought so valiantly to establish that humanity and socialization of the village and neighborhood; despite Jim Crow laws, restrictive convants, employment discrimination and just plain daily violence. It is very difficult for African Americans to believe that this "New Urbanism" can bring about a series of great democratic villages which just by saying so will re-create humanness.

Will the new villages have a "Street of Dreams" for all Americans? And here we speak of more than the huge mansions, vaulted living rooms, spas and home theaters, and the related life styles. There was many a "street of dreams" in those inner city neighborhoods we have described the past weeks.

There were African American dreams of attaining what seemed to come so naturally to many other Americans: A good job, a college education, the purchase of a home in a good neighborhood, adequate health care and so forth. And each time one seemed to be gaining on the dream, a new abyss opened underfoot.

In fact, it was just last week that the National Urban League advised African Americans that they had been making a serious mistake if they really believed that those statistics of greater earning meant greater wealth. "We are falling even farther behind" we are told, "because income is not where it's at-savings and investments are the key to wealth and 'dreams.'"

That is one way of saying that even a minor economic lapse would see a large segment of the black middle class back where they started.

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CAREERS

HOT TIPS ON RESUME WRITING

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Remember that you DON'T have to present your ENTIRE work history! You can simply label that part of your resume "Recent Work History" or "Relevant Work History" and then describe only the last 10 or 15 years of your experience. (If something really important belongs in the distant past, here's what to do: at the end of your 10-15 year work history, you can add a paragraph headed "Prior relevant experience" and simply refer to that ancient job without mentioning dates.

9. Can't decide whether to use a Chronological-style resume or a Functional one?

Choose the Chronological format if you're staying in the same field (especially if you've been upwardly-mobile). Choose a Functional format if you're changing fields, because a skills-oriented format shows off your transferable skills better and takes the focus off your old job-titles.

10. Want to impress your employer? Fill your resume with Problem-Action-Results. In other words, first you state the problem that existed in your workplace, then

you describe what YOU did about it, and finally you point out the beneficial results. Here's an example: "Transformed a disorganized, inefficient warehouse into a smooth-running operation by totally redesigning the layout; this saved the company \$250,000 in recovered stock."

11. What if you never had any "real" paid mainstream jobs - just self-employment or odd jobs?

Give yourself credit, and create an accurate, fair job-title for yourself. For example, "Household Repairman - Self-employed," or "Child Care - Self-employed."

The Power of Professional Portfolios

By Martin Kimelforf, Author of "THE POWER OF PROFESSIONAL PORTFOLIOS"

The professional portfolio: Think of it as a collection in progress, a place where you store those things related to your training, work experience, contributions, and special accomplishments. It is the place to document all your work-related talents and accomplishments so that you have a good sense of our "assets." As you gain a clear understanding of your lifework story, you'll increase your ability to see your potential and communicate it to others. This newly gained insight can assist you in assessing where you are on your career track.

Such a portfolio can serve you in a host of career tasks. You can go back to this collection each time you begin a new job search, seek advancement, or change direction and take from it those items that will be most useful.

On the job, you will find it useful

to document your contributions for future performance evaluations. This type of portfolio could include samples of how you increased profits, developed new systems approaches, solved problems, completed specialized training programs, adapted new procedures, and so forth. When you find yourself in the middle of a performance interview and you're asked to demonstrate a skill, your portfolio will make a stunning visual aid. When it comes time for the annual review of your work, you might find your employer focusing less on your job title and duties and more on your projects and outcomes. A portfolio containing evidence of contributions at work (log of work hours, awards, thank-you notes, special project descriptions) may help secure the promotion or raise you seek.

If you decide to look for new work, you can take pieces from this portfolio to create a job search portfolio, which along with your resume helps

you market your talents to prospective employers.

Should you move on to start your own business, you can pull samples and artifacts from your professional portfolio to create a business portfolio that becomes a self-marketing tool for selling services to clients. You can take your portfolio to the bank and include in your business plan proposal or use it to help gain financial support: a loan from a bank, a government grant, investment partners.

If you go back to school for more training or an advanced degree in preparation for your next job or career change, you can add to or adapt your professional portfolio for use in a request for scholarships and grants. You can use it to document your learning or assist you in your transition from school to work. A portfolio cross-referenced to a college curriculum could assist you in earning credit for prior work and learning experiences.

Women Start Their Own Companies

A growing trend among corporate woman are to leave their corporate jobs and start their own companies.

Corporations are losing thousands of female employees and managers eager to start businesses of their own. Professional women say they are leaving corporate jobs because of advancement barriers, lack of pay raises, job security and a strong desire to pursue entrepreneurial goals.

An unprecedented number of women are taking the initiative. The number of female owned businesses is growing at nearly twice the national average. As stated before, barriers to advancement is the number one reason cited for leaving corporate jobs. nearly 30% of female entrepreneurs cited this reason as the major reason they left their jobs. The survey was conducted catalyst, NFWBO and committee of 200, organization of business women.

Female owned firms generate about 2.3 trillion in revenue, 236% jump from 1987 to 1996. Female business owners employ about 18.5 million people. the rise in women owned businesses is one of the big demographics changing

our society.

Going solo is no guarantee for success. Women report they struggle to be taken seriously. Hours can be grueling, failure rates are high. While start up is usually shaky, their is one constant, female businesses are more likely to continue operating than the average firm.

The U.S. Small Business Administration reports that nearly 3/4 of female owned businesses started in 1991 were still operating three years later.

Tips on Starting a Business

* A good idea is not enough to start a business. Entrepreneurs need experience, technical knowledge, contact, marketing expertise and money.

*Most start up businesses need training in managing operations and finance. Start with a business plan which outlines goals for managing and growing a business. courses offered through state and federal agencies can help.

*Plan to invest some of your own money. Lenders and investors in a business want to see that the owner has a vested interest in the business.

THE KOREAN AMERICAN ASSOCIATION OF OREGON

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Dekum Food Market

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