

Minority Business Week

Plastics Development Inc.

PDI is an injection molding company run by Dianna Rogers. Her company designs and builds molds and manufacturing cells.

How did your business get started?

The business began in 1955 by my parents, Bob and Zola Breitenstein. The work was done in the garage and quickly grew from a part-time hobby into a full-time operation. Plastics Development Inc., was founded in January of 1973 as an extension of the tool and die operation.

What were some of the challenges you had faced that were unique to being a woman-owned business?

Securing financing for a new facility would have been the only time I felt any bias as a woman-owned business. However, in all fairness, a man may have faced the same challenges.

What were your company's growth challenges?

A growing company faces



Dianna Rogers

many difficult challenges. It must make sure it has developed the infrastructure within its organization to support the projected growth. Some key elements include a good plan for the following:

- * Processes and Procedures
 - * Information Systems
 - * A Comprehensive Quality Program
 - * Team based environment
- What could you have done differently to expand your business?

Our strategy to develop our sales and marketing was delayed until we relocated into our new facility in December, 1997. In retrospect, we should have continued to analyze our potential market niche and explore how we were going to aggressively pursue new business.

In our industry, technology is changing so rapidly that product life cycles are very short. Sales on a specific product trail off in volume, and it is mandatory new projects are ramping up behind the existing project in a timely manner. An aggressive sales program is a critical element to support expansion of our business.

What trends are developing in your industry?

Our industry is faced with the challenge of competing with offshore manufacturing. Any project of size is being quoted in Mexico, Canada or Singapore. As a result of NAFTA, the customers with larger volumes and labor intensive products and assemblies are relocat-

ing their manufacturing facilities.

Traditional local larger manufacturers are now looking at mid-size customers for sales. These are the sales that fall in our marketing niche. This includes customers who need to include short runs, kanban and point of use, and excellent customer service.

Any advice to other minority-owned businesses?

Quality customer service and being pro-active in supplying customers are key ingredients. It is extremely important that your customer knows they can depend on you and you truly care about their company and its products.

These are opportunities, and although we face significant challenges as minority-owned businesses, the bottom line is how you treat your customer. This will make a difference in how you succeed in your business.

KMHD 89.1 FM

Mt. Hood Community College • Gresham



FRIDAY Blues

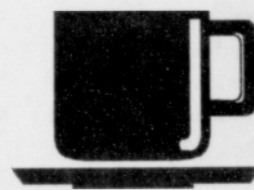
Freeway Blues
4 p.m. to 6 p.m.

Rhapsody in Blues
6 p.m. to 10 p.m.

Blues Palace
10 p.m. to 2 a.m.

Reflections

BEIJGCIOWZ



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Excell For Business Owners, Presidents & CEOs

The Excell program creates groups made up of business owners, presidents and CEOs of small and mid-sized companies who come together to share and improve management skills. It provides the structure, process and confidential, non-competitive setting for its member executives to meet regularly and develop strong, trust based relationships. They receive CEO-level

training and serve as each other's advisors to identify and resolve their most pressing business issues. Help comes through peer group meetings, speakers, one to one consultations, resource sharing and networking.

* Excell groups are intensely focused and its members committed to improvement of their businesses as well as those of their

fellow members.

* Each group is managed by a professional leader specifically selected and trained for the program and supported by a proven and growing organization. All are independent business owners familiar with the demands of business management and able to quickly understand the members' businesses and issues. They are com-

mitted to succeeding by helping others succeed.

* Excell provides top quality executive development resources. Regional experts are emphasized. They form a strong and readily available resource base for the members.

For more information to join Excell, contact Kirby Fox at 503.245.0950

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