

Business &



Are you a Small Business Owner who is being Threatened ?

■ A three-day convention, focusing on legal, political and business issues for small businesses

Are you a small business owner who is being threatened with business closure? Need advice on advertising for your small nightclub? Are you struggling to stay in business? Is your business insurance too costly? Do you want to start a business in the adult beverage industry?

Find out everything you need to know about owning and running a

small business in the beverage and spirits industry at the 1998 California State Package Store and Tavern Owners Association's (CAL-PAC) 22nd Annual CAL-PAC State Association Convention, November 3-5, at the Radisson Hotel Los Angeles Westside, 6161 Centinela Avenue, Culver City, CA. Convention registration is free for industry retailers and tavern owners who register before October 31st.

A three-day convention, focusing on legal, political and business is-

ssues for small businesses, this event will bring together industry professionals from corporations such as Remy Amerique, Schiefflin & Somerset, Budweiser, Miller, R.J. Reynolds, Anheuser-Busch, Stroh and Beauchamp Distributing Company to name a few.

Attorneys, consultants, corporate executives, political leaders, and businessowners will participate on the workshops and educational programs which are designed to address current laws that are threatening the

survival of liquor stores, taverns and nightclubs. This year, over 800 convenience stores were forced out of business throughout the United States. In California, passage of the Caldera Act, a state nuisance law, has granted state officials unfettered discretion to arbitrarily punish small retailers for "objectionable" actions by unrelated third parties on public sidewalks. Because of such legislation, retailers who are unable to police public drunkenness or loitering as far as 20 feet away from their

property have faced suspensions and even revocation of their licenses.

Highlighting this year's convention will be the CAL-PAC Annual Trade Show, on Tuesday and Wednesday, which will feature entertainment, free attorney consultations, and allow companies to introduce their now holiday season products. Other convention events include a Multi-Cultural Dinner Soiree sponsored by Seagram Americas on Tuesday evening. On Wednesday, Carl Karcher, founder of the Carls Jr. res-

taurants, will keynote the State President's Luncheon hosted by Schiefflin & Somerset. On Thursday, Miller Brewing Company will feature successful Burger King chain owner, Lavon Hawkins who will keynote the Corporate Luncheon. The convention's finale will be a President's Black Tie Reception and Dinner hosted by Anheuser-Busch. Convention booth space is still available at a discount for small businesses. For information and registration, please call 707.649.2662.

Toyota Appoints B.J. Ruffin National Manager Of Export Operations

I'm excited about the challenges and opportunities of such a high-profile position

Toyota Motor Sales (TMS), U.S.A., Inc. has appointed B.J. Ruffin, national manager, export operations. In her new position, Ruffin is responsible for the overall management of the shipment of vehicles built in North America to 16 export destinations around the world. She manages a staff responsible for export sales administration, financial analysis, customer service, logistics, systems and operational support.

Ruffin began her career with Toyota in 1986. Prior to her promotion, she held the position of export logistics manager. During her tenure with Toyota, she has held positions of increasing responsibility. As project development and administration manager, she was responsible for the development and implementation of a vehicle processing system for all North America operations facilities. She also has held the position of manager of non-Asia export operations.

"I'm excited about the challenges and opportunities of such a high-profile position," said Ruffin. "This

move fits in with my long-range goal to become a high-level corporate executive." She says she sees a bright future at Toyota because the company is "employee-conscious" and has established initiatives to level the playing field for its employees while offering supportive training. The Carson, California resident spent several weeks last year in Japan as a participant in Toyota's manager training program.

An Alabama native who grew up in Cincinnati, Ruffin holds a bachelor's degree in business administration management from Xavier University in Cincinnati. She also has completed a management program at the Marshall Graduate School of Business at the University of Southern California in Los Angeles. She is a volunteer for the Los Angeles N.A.A.C.P. and a mentor with the Toyota/Young Black Scholars Program, a partnership between TMS and the 100 Black Men of Los Angeles Inc.

Ruffin is a member of Faithful Central Baptist Church, sings with the gospel recording L.A. Mass Choir, enjoys traveling, reading and playing Scrabble. She knows her way around a kitchen, and is the owner of B.J. Southern Ambrosia, a small catering company.



B.J. Ruffin is a National Manager of Export Operations at Toyota Motor Sales, U.S.A., Inc.

Benson Hotel Names Employee Of The Month

■ Brain Haag Benson Employee of the Month



The Benson Hotel has named Brian Haag of Northeast Portland as the July Employee of the Month. Haag has been with The Benson since August of 1993 as a Bellman in the guest services department. He has been acknowledged by guests and co-workers for his hard work and friendly attitude.

Established in 1912, the Benson Hotel provides modern luxury in a classic setting. Located in the heart of downtown Portland, The Benson is convenient to all that the city has to

offer, including sight-seeing, shopping, dining, performing arts and museums. The Hotel has 287 guest rooms, state-of-the-art exercise facilities, 24-hour room service, catering services, and meeting space for up to 600 people. The Benson is owned and operated by the prestigious WestCoast Hotels. Additional information about the hotel can be obtained through the Hotel's website at www.citysearch.com/pdx/bensonhotel.

Reporting on Stocks

Small-company stocks rose for an eighth straight session, but the Dow's winning streak ended Friday as investors took some profits after two weeks of nearly continuous gains.

The Dow Jones industrial average fell 80.85 to 8,452.29, shrinking the week's gain to 35.53.

It was the biggest decline in three weeks for the Dow, which just two weeks ago was nearly 1,000 points lower, threatening to slide beneath its summer low of 7,400.

Most broad-market indicators also succumbed to some profit-taking Friday, but smaller-company names rose again as investors continued to hunt for bargains in that battered sector.

The Russell 2000 index of smaller companies rose 0.65 to 367.05, extending its rally to eight consecutive trading days and 14.6 percent.

While the mood remains much improved compared with earlier this month, it was clear all week that the blue-chip rebound was provoking concern about whether the company profit outlook could justify any further gains.

The Dow had risen for seven straight sessions before Friday, but the first four days of this week had provided only 116 points of the nearly 600 gained during that streak.

By finishing lower Friday, the Dow missed out on its first eight-session winning streak since December 1996. The seven-session string was its best since June 1997.

The spark behind most of the market's recent gain was the Federal Reserve's unexpected decision late last week to cut interest rates again. It was the second rate cut in a month

by the central bank, which has been trying to combat the drag of economic crises abroad.

The Dow now holds a respectable gain of 544 points, or 6.9 percent, for the year, but still sits about 900 points, or 9.7 percent, below the July 17 record of 9,337.97.

3M led the Dow decliners for a second straight session after posting disappointing third-quarter results, falling 4 to 77 7/16.

Microsoft fell 3 5/8 to 106 3/8 to lead the Nasdaq retreat after jumping nearly 10 points during the prior two sessions in an earnings-driven rally.

In other trading Friday, the Standard & Poor's 500 fell 7.81 to 1,070.67, and the technology-heavy Nasdaq composite index fell 8.78 to 1,693.86.

Declining issues outnumbered advancers by a 4-to-3 margin on the New York Stock Exchange, where composite volume totaled just 776.07 million shares, down from 897.72 million on Thursday.

At least some of the weak trading volume was attributed to a midday distraction — a victory parade up the nearby Canyon of Heroes for the World Series Champion New York Yankees.

The NYSE composite index fell 3.18 to 529.82, and the American Stock Exchange composite index fell 0.66 to 628.21.

Overseas, Tokyo's Nikkei stock average fell 1.1 percent, Frankfurt's DAX index fell 0.1 percent and London's FT-SE 100 fell 0.2 percent.

The Dow Jones industrial average snapped its seven-session winning streak on Friday as blue-chip

stocks finally succumbed to profit-taking in light trade.

"It's a little bit of a retracement from a very nice move up in a very short time, so it's not unexpected," Guy Truicko, portfolio manager at Unity Management, said.

"With the Fed looking like it might ease again in November, we are in a very favorable mode right now for equities, and buying on the dips is probably the right strategy," he added.

The Dow closed down 80.85 points, or almost 1 percent, at 8,452.29.

The blue-chip index was up 35.53 points for the week, and is now just 9.5 percent shy of its July record high after a surprise Federal Reserve cut in interest rates a week ago sparked a sharp rebound from the summer sell-off.

On the New York Stock Exchange, declining issues led advancers by a margin of 1,694 to 1,289 on light volume of 632.3 million shares.

"Volume is very thin — maybe the Yankees had something to do with that," Truicko quipped.

Many traders were spotted cheering New York's Yankees baseball team in a ticker-tape parade in Manhattan on Friday to celebrate winning World Series.

The technology-heavy Nasdaq composite index shed 8.78 points, or 0.5 percent, to end at 1,693.86.

For the week it was up 72.91, reflecting the strong rebound in technology stocks, helped by better-than-expected earnings at leaders such as Microsoft Corp. (MSFT.O).

OREGON CONVENTION CENTER
At The Center Of Success

SEPTEMBER ECONOMIC BENEFITS

Date	Event	Attendance	Economic Impact
Sept. 1-4	Deloitte & Touche Meeting	200	\$10,560
Sept. 3	Jobs NW Trade Show	1,000	52,800
Sept. 4	Life Flight Network Dinner	650	34,320
Sept. 5-6	Oregon Art/Rubber Stamp Show	2,805	148,104
Sept. 8-9	Oregon Health Division Meeting	120	6,336
Sept. 9-10	American Soc. of Plumbing Engr.	400	253,600
Sept. 9-10	Madison Avenue Seminars	18	950
Sept. 9-10	Tri-County Lodging Board Mtg.	35	1,848
Sept. 10	Bioject Inc. Shareholder Mtg.	120	6,336
Sept. 10	Oregon Enterprise Forum	1,120	59,136
Sept. 11	Promociones Dance	3,408	179,942
Sept. 11-12	Seattle Marital Meeting	140	7,392
Sept. 11	Oregon Law Institute	95	5,016
Sept. 12	Anthony Robbins Seminar	55	2,904
Sept. 12	Metro Light Rail Opening	500	26,400
Sept. 13-17	NW Apparel/Footwear Trade Show	1,475	938,100
Sept. 14	Project Green Purse	1,000	52,800
Sept. 15-17	Women's Retirement Conference	700	36,960
Sept. 16-18	Eurobest Food/Wine Show	1,200	763,200
Sept. 16-17	Pacific NW Employee Benefit Conf.	280	14,784
Sept. 14, 17, 18	Oregon State Bar (3 Meetings)	513	27,086
Sept. 15-18	National Transit Institute	30	1,584
Sept. 18-19	NW Investors Conference	450	23,760
Sept. 19-20	Oregon Fibromyalgia Conference	600	381,600
Sept. 22-26	Whole Mind Works Expo	120	76,320
Sept. 27-30	ITEC Business Expo	6,100	381,600
Sept. 29	Bullivant Houser Bailey	220	11,616
Sept. 29-30	Boise Cascade Power Series	400	21,120
Sept. 30	High Performers Network	300	15,840
	29 Events	24,054	\$3,542,014

Total Economic Benefit For The Region For September \$3,542,014