

The Coca-Cola Foundation Help Students Become First In Family To Go To College



ShaRhonda McCauley of Portland receives her Coca-Cola First Generation Scholarship from (left to right) professional basketball player Brian Grant, Bob Slack, general manager of the Coca-Cola Bottling Company of Oregon and Donald R. Greene, president of The Coca-Cola Foundation. ShaRhonda now attending Warner Pacific College.

Freshman at nine colleges across the state are celebrating an unprecedented event in their family history. They are now the first member of their family to go on to college with the help of a new four-year, \$180,000 initiative created by The Coca-Cola Foundation and the Oregon Independent College Foundation (OICF).

The Coca-Cola First Generation Scholarship Program expanded to Oregon today at the special event at the Rose Garden, where the students received a \$5,000 scholarship and college

officials kicked off the new scholarship on their campuses. The scholarship is now available at George Fox University, Lewis & Clark College, Linfield College, Marylhurst University, Pacific University, Reed College, University of Portland, Warner Pacific College and Willamette University.

"We hope this scholarship program offers young people motivation and encouragement to pursue their dream of a college degree," said Donald R. Greene, president of The Coca-Cola Foundation. "We share OICF's goal of making

college available to as many students as possible."

OICF creates partnerships and raises funds for scholarship aid and academic program development on behalf of nine independent colleges and universities across the state. OICF thrives on the contributions of more than 350 businesses and organizations.

The Coca-Cola Foundation, the philanthropic arm of The Coca-Cola Company, will contribute \$100 million to education worldwide through the year 2000.

What is Education, What Is Technology? IV

By Prof. McKinley Burt

As we wind up this series on questions that we suggested may be "moot"; my current interface with a limited, but vitally important group of parents, teachers and students is in no manner suspended.

We concluded our observations with the added query, "is the entire next century to be like this? That is would it be a world busy at defining itself according to Humpty Dumpty's arrogant pronouncement; "Things are what I say they are."

And those "soccer moms" who have become energetic "Technology moms" have made it quite clear to me that they have some immediate and compelling "technology" needs of their own. Like specific information and resources for building and supporting their novel, but significant, infrastructure which requires sites, transportation, materials, equipment, and people (got to get those role models to our kids).

Did we leave out money? I've made a dozen citation of the "Guide To Oregon Foundations: Sixth edition," 1995. Published by United Way of the Columbia Willamette, Information & Referral, 619 Southwest 11th Avenue, Suite 300, Portland Oregon 97205-2646 (503) 226-9360. Price is \$30.00, postpaid but call first for any

changes.

Like thousands of others, I have found this most useful publication to be a great aid in seeking monies for worthwhile projects. "The Guide to Oregon Foundation grant-making in Oregon. The most obvious aspect of this goal focuses on helping the grant seeker. We hope to demystify the grant-making process and make grant research easier and more effective."

And this book does an excellent job, indeed. Just a review of the nine-page "introduction" will focus you on the structural and administrative format of your organization - contemplated, in process, or around for a while. Your intentions are something else entirely, but here are the guides that force you to examine the nuts and bolts of your delivery system.

Like I say, you will find yourself firmly focused, and soon realizing what a useful format this is whether you are seeking a grant or just developing your organization. One is led through "Fundraising, foundations and their types, researching them, writing the proposal-format, planning, legal requirements, and much, much more. Several parents have told me that an entirely new world has opened before their eyes."

In addition I have placed several highly-motivated people in touch

with former PSU students of mine who are executives with companies in the Association of Oregon Industries. Like a lot of us, they also may have difficulty in providing absolute definitions of education or technology. But, obviously, they know which buttons to push - and have come through before this.

There is not much more to say in this series except that "the 'village' is always under siege, and vigilance is the watch word". However, two of the technology groups say that "if you really want to get your youths ahead of the game in science get them the following books - really pen up the mind.

"The World of Measurements", H Arthur Klein, Simon and Schoster, latest edition

"Understanding Physics" Isaac Isamov (Three volumes in one) latest edition

And they say the following great motivators are at The Reflections Bookstore.

"Blacks In Science: Ancient And Modern", Edited by Ivan Van Sertima, Transaction Books 1985

"Gifted Hands: The Ben Carson Story." Zondervan, 1991

And follow the continuing Saga of America's great black inventors in my "Perspectives Column, page 4"

ROSE GARDEN RECEIVES "PRIME SITE" AWARD

Portland, OR - The Rose Garden Arena has been awarded a "Prime Site" award from facilities Magazine for 1998, marking the third consecutive year the facility has been voted a "Prime Site" by entertainment industry professionals, including promoters, booking

agents and personal manager.

The Rose Garden has hosted 59 shows since its opening in October 1995. In 1996, it ranked second and in 1997, fifth in Performance magazine's year-end ranking for top grossing 20,000+capacity arenas. The Rose

Garden was nominated for "Arena of the Year" in both 1996 and 1997 at the Pollstar Concert Industry Awards. At the 1996 Country Music Association Awards, the Rose Garden was among five nominations for "Country Venue of the year."

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&

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