



HISPANIC AMERICAN SMALL BUSINESS ASSOCIATION WINNER

While growing up in Argentina, Ernesto Garcia traveled with his grandfather to famous landmarks all over Europe. These sites included Notre Dame Cathedral and the Louvre in Paris as well as St. Peter's in Rome to name a few. His travels in Europe and his love of art and architecture led him to choose architecture as his life's work. After earning his Masters Degree in Architecture in Argentina, he practiced architecture and interior design in Barcelona, Milan, Paris and now the United States.

Soon he was combining his architectural skills with his visual art skills. Ernesto Garcia Interiors moved from its part-time beginnings in 1991 to a full-time operation with clients throughout the United States. His business in Portland has been profitable from the beginning, with revenues growing at more than 100 percent in each of the past two years to 105 percent.

Ernesto serves the affluent client, but occasionally works with homeowners who have moderate incomes to help them achieve a beautifully furnished and decorated home. Garcia believes that a home should be a place where his clients can be restored both physically and spiritually. From 1994 to the present, Garcia has made more than 20 appearances on Channel 2's AM/NW and Channel 12's Good Day Oregon.

He is a design consultant for both shows and he produces segments on how to decorate residential interiors. By the way, he is responsible for the current AM/NW set design. Ernesto also believes in helping his community through his involvement in many charitable associations. He is the Founder and Creative Director of the American Cancer Society Annual Gourmet Kitchen Auction.

Ernesto is planning to open his first Ernesto Garcia Interiors store to bring all of his experience together to better serve his clients. Ernesto is personable, knowledgeable, exudes confidence and is passionate about his work. He is a role model for those people wanting to be successful entrepreneurs.

VIRTUAL SHOPPING CART

"Basically, what I would like my website to be is a good introduction to what Interior Design - featuring my work and vignettes of the store. There will be different fabric arrangement displays on the website as well. I will be expanding my market this way. There are a lot of busy professionals that have been going around from furniture store to furniture store. I want to be able to give them more selection so that they can make their choices on my webpage. My typical client uses the Internet on a regular basis.

I've done projects in other parts of the country. I've done work in Florida, Washington D.C., New York and San Francisco. Fortunately, I don't have to be there. I've been able to manage renovation projects long distance by faxing and using Federal Express."

PROSPERING NICELY

"I've been growing more than 100% per year for the past three years with sales of over \$1 million in the past year. I have an extremely low overhead because I work out

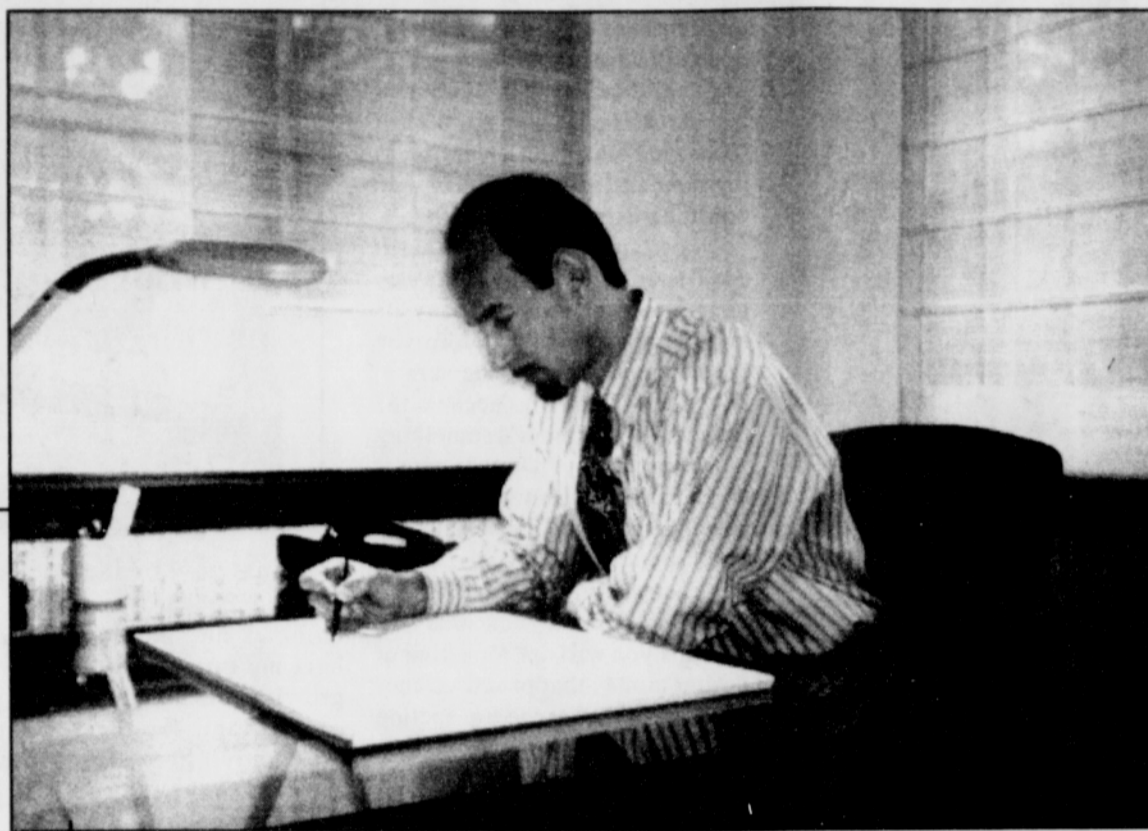
of my home and I just have one employee. We've managed to run incredible numbers.

"I'll be opening up a store in SW. Portland. This would finally allow me to work from my own store that has the flair and taste that I've always wanted. It will make my work easier and give my clients a better understanding of what it is that I'm doing for them. It's the dream that I've had for a while."

ENCOURAGING WORDS

"Be aware that not everybody is willing to help. Be very aware that not everybody is going to give you a break. Don't be discouraged by the fact that you are not getting a lot of help in the beginning. Once you get the ball rolling, everybody wants to be your friend. A lot of people who wouldn't give me the time of day now want me to offer me business.

Concentrate on the fact that you have something to give and eventually people will become interested."



The Good, the Bad and the UGLY of Computer Technology

PORTLAND, OR. - Recent studies have shown that 85% of the population feel uncomfortable with technology. So what can business owners do about technology stress?

They can learn not to be driven by technology by learning to be the driver.

Learn proactive computer management strategies and how to avoid technology lawsuits and computer fraud on October 13, 1999 at a conference entitled New Millennium Cyber Sense: Manage Your Company by Plugging into Your Computer. Marsha Elliott, CPA and conference presenter, states that experts will teach business owners how to assess the computer applications used in their companies and develop sound internal control policies.

The presentation on October 13 will review several key issues.

Richard Fernandez, attorney with Ball Janik, LLP, will cover the first topic, Y2K legal issues. Fernandez will discuss the potential threats that businesses face with the coming millennium and how to avoid being subject to lawsuits because of noncompliance.

The second issue will relate to how you can use your computer as a tool to stay in compliance with various regulatory agencies. Marsha K. Elliott, CPT MT will cover several topics including how to develop a chart of accounts

that will provide the information you need to prepare your income tax returns. Special expense items such as officer's life insurance, meals and entertainment, and health insurance for shareholders require unusual tax treatment. Handling record keeping for various tax entities such as counties, cities and states will also be covered. In addition Elliott will cover how you can use your computer to prevent unauthorized access to your financial records, checking your records against outside sources and detecting problems through the use of key ratios.

The final topic will relate to fraud prevention. Certified fraud examiner David Marosi and CPA Kathy Murphy will team up to discuss the types of frauds that can occur, how to prevent being a victim and how to implement procedures to detect frauds before they bankrupt your business. Marosi and Murphy will also cover the typical profile of a perpetrator and what steps to take if you find that you have been a victim of fraud.

The conference is scheduled to take place at the Edward Jones Office, 4111 SE Division Street, Portland, OR, 97202 from 8 AM to 12 PM. For reservations: telephone 503/239-5404, fax 877/222-0648, or email the Foundation for Women Owned Businesses @www.fwob.org.

ACE-Net

The Angel Capital Electronic Network (ACE-Net) is a nationwide Internet-based listing service that provides information to angel investors on small, dynamic, growing businesses seeking \$250,000 to \$5 million in equity financing. ACE-Net, sponsored by the Office of Advocacy of the U.S. Small Business Administration, was announced by the President of the United States in October 1996. It is a major effort by the Office of Advocacy to start systematizing, on a nationwide basis, and expanding information avail-

able to investors on firms seeking equity financing. Once fully operational, ACE-Net will be run as a private, independent, not-for-profit organization.

ACE-Net is not a matching service and does not serve as an investment adviser or broker-dealer. In addition, no securities trading takes place on ACE-Net.

Applications and more detailed information are available at the ACE-Net Internet site, which can be accessed directly at: <http://ace-net.st.unh.edu> or <http://www.sba.gov/ADVO/>.

Opportunity

Multnomah County, Metro, the Port of Portland, and the City of Portland are committed to building the economic strength of our region's diverse businesses by following fair contracting and employment practices to ensure equal opportunity for all citizens.

October 3 - 9 has been proclaimed "Minority Enterprise Development Week." We appreciate this special opportunity to recognize the many valuable contributions made by minority businesses in the metropolitan area.

For information on contracting and programs for Minority-owned firms, call:

**Multnomah County
Contract Opportunity
Line**

503-797-1933
www.co.multnomah.or.us/contracts

**Carol Justice
M/W/ESB & QRF
Compliance Specialist
503-248-5429**

**Metro Regional
Services Contract
Opportunity Line**

503-797-1933
www.metro.dst.or.us

**Jim Waki
D/M/WBE Program &
Contracts Coordinator
503-797-1714**

**Port of Portland
FaxBack Line**

(503) 944-7592
www.portofportlandor.com

**Judy Trotter
DBE Program Manager
503-944-7587**

**City of Portland Bureau
of Purchases/Office of
Transportation BuyLine**

(503) 823-6855
www.ci.portland.or.us/purchase/purchase.htm

**Loretta Young
M/W/ESB Liaison
503-823-6850**