

# METRO *Life*

The Portland Observer

SECTION B

## Community Calendar

### State Online Voters' Guide

The online version of the state *Voters' Pamphlet* for the May 16 primary election is now available through the Elections Division section of the Secretary of State's web site at [www.sos.state.or.us](http://www.sos.state.or.us) or through the web site [www.oregonvotes.com](http://www.oregonvotes.com). April 25 is the final day to register to vote in the May 16, 2000 primary election.

### The Nature

#### Conservancy of Oregon

The Nature Conservancy of Oregon encourages anyone who enjoys public speaking and who would like to present the Conservancy's work to others to attend our upcoming Speaker's Bureau training. Speaker's Bureau members give presentations about the Conservancy's mission and conservation work to school groups, civic organizations, and others. This two-day training session will be held at our Portland office on Monday, May 8 from 6-9 pm. and Monday, May 15 from 6-9 pm. Registration is required. Call Molly Dougherty at 503/230-1221.

#### Learn How to Write Grants

Join a grant writing workshop headed by Rick Levine on Wednesday, May 24 from 5:30 - 8:30 pm. at the Brentwood-Darlington Community Center (7211 SE 62nd Avenue). Rick Levine has been writing grants and teaching grant writing in the northwest since 1973. He is the creator and author of the first "Guide to Oregon Foundations". The guide, in its sixth edition, is still considered an outstanding tool for grantseekers.

#### Reengineering Yourself for The New Millennia

Joseph McClendon III, an instructor at UCLA and Master Trainer for the Anthony Robbins Institute, will offer a one-day seminar entitled "Reengineering Yourself for the New Century" on May 18, 2000 at the Oregon Convention Center. McClendon uses a unique teaching style that includes Neuro-Linguistic Programming (NLP), Neuro-associative Conditioning and body movement to teach the key communication skills, beliefs and patterns of physiology of highly successful people. Call 503/241-9200.

#### Mensa Offers IQ Test

Mensa, the high intelligence society, will offer an IQ test to potential members. The test will be held Saturday, May 13 at 1 pm. at Portland State University. Those wishing to take the test are asked to preregister with Brewster Gillett, Testing Coordinator at 503/245-3707 and will be proctored by Brian Aveny, editor of Oregon Mensas monthly newspaper. The test lasts two hours and costs \$30.

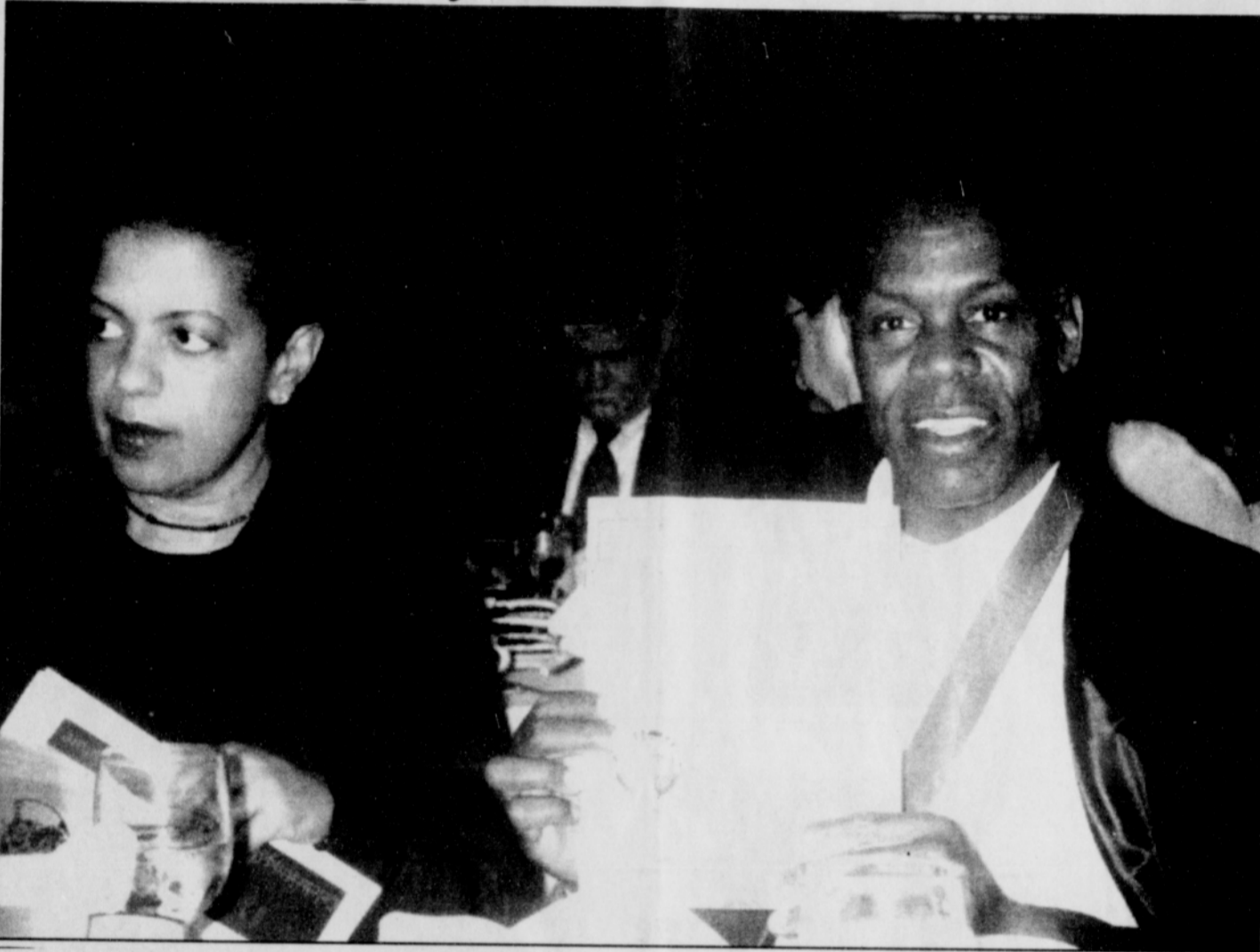
#### Women in Trades Fair

Learn about the opportunities in the construction trades on Saturday, May 20 from 10 am. to 4 pm. at the NECA/IBEW Electrical Training Center at 16021 NE Airport Way. For more information, call 503/943-2228 or visit their website at [www.tradeswomen.net](http://www.tradeswomen.net)

#### Where I'm from

Renee Watson, a 1996 Jefferson High School graduate will be performing her own poetry, monologues, short skits and dances written and choreographed by this young talent on Friday, May 12 at the Center for Self Enhancement (3920 North Kerby Ave.), from 7-9 pm. Renee's works will explore the tickings of a young Northwest Black woman's inner soul. Call 503/259-5198.

## The PABJ play host to the NABJ'S 2000



*Western Regional Conference Celebrating 25 years of service May 5-7 at the DoubleTree Hotel Columbia River. Portland's own Danny Glover received a Commemorative Proclamation declaring May 5 as official Danny Glover Day from Senator Avel Gordley who acted as a representative from the Governor's office. The Buffalo Soldiers of Portland paid tribute to Glover, the keynote speaker who did a movie in 1997, as a tribute to the original Buffalo soldiers. Conferencees experienced workshops led by such greats as Barry Cooper, CEO and Founder of Blackvoices.com, Patricia Stallworth, CFP and President of Money Strategies, John Buris, Nationally recognized Civil rights Attorney, Tananarive Due, published Novelist of the latest "My Soul to Keep", Steven Barnes, novelist and screenwriter best known for episodes of "The Twilight Zone," all served as facilitators of the theme "Celebrating Our Past, Charting Our Future."*



## OboAddy plays in concert with Symphony



CONTRIBUTED STORY  
FOR THE PORTLAND OBSERVER

World-recognized African percussionist Obo Addy will present a performance of the music and dance of Ghana May 25 at 8 p.m. at the Portland Center for the Performing Arts' Newmark Theatre, located at 1111 S.W. Broadway. "African Rhythms of Life" will contrast Ghana's rich folkloric traditions with

new, original compositions featuring a string quartet, electric keyboard, bass and horns. The concert's first set will feature Addy playing with special guest Bernard Woma, a solo xylophonist and Master Drummer of the National Dance Company of Ghana. Woma, the son of a respected xylophone maker and player, has been playing the age of two. The concert's first half will also feature five dances performed by James Okaidja Aryeetey and

Patience Bright sewor. BAWA is a traditional dance that hails from northern Ghana. Addy's contemporary band KUKRUDU, which is Ghana for earthquake, will join in for the first set's finale. KUKRUDU is an ensemble of African and American musicians that performs a rich synthesis of musical styles on Ghanaian percussion and Western instruments

(Please see 'Obo Addy' page B2)

## Solomon Trujillo advocates transition into internet age at 12th Annual OAME Entrepreneur Luncheon

BY GIDEON LANTZ  
FOR THE PORTLAND OBSERVER

Solomon Trujillo, CEO and President of U.S. West, Inc. praised members and leaders of the Oregon Association of Minority Entrepreneurs (OAME) and spoke of the internet revolution as the keynote speaker at the 12th Annual Entrepreneur Luncheon and Trade Show at the Oregon Convention Center May 4, 2000.

Trujillo caused U.S. West to lead the telecommunications industry nationwide in its development of high speed data services and advanced wireless services, prompting Presidential Science Advisor Jay Kenworth to call him "the first true digital telecom CEO." Former Secretary of Housing and Urban Development Henry Cisneros called him "the most important Hispanic American in corporate America today".

Minority entrepreneurs in the future will be required to be fluent in the cyber language. Trujillo clearly lived up to Kenworth's characterization of him as he preached the gospel of the internet to OAME minority entrepreneurs.

He joked that today's business climate made him think of his favorite philosopher, famous New York Yankees baseball player Yogi Berra, who had a knack for describing situations with a visionary approach.

"The quote that I like most from Yogi Berra is the quote in which he said, 'The future ain't what it used to be.' Each of us can get up today, tomorrow, the next day, and we can say that, and use that as a mantra in terms of how we are operating our businesses or conducting our own personal lives," Trujillo said.

Diversity is also influencing American business. "Looking at the nation as a whole, projections indicate that by 2050, 1 in 4 Americans will be Hispanic, 14 percent African-American and 8 percent Asian-American. That means that what we have traditionally called the so-called minorities will make up half of the population of the U.S. by the middle of the next century," Trujillo said.

Increasing diversity is accompanied by increasing purchasing power among minorities. "In 1999, Hispanics had nearly \$400 billion in purchasing power, and African-Americans more than \$500 billion. From 1990 to 1998 that's a rise of 84 percent for Hispanics, and 73 percent for African-Americans.

"The average age of Hispanics in the U.S. is 26, compared to 36 for the general population. The people accounting for this rise in purchasing power are young. They haven't even reached their prime buying years," Trujillo said.

He said opportunities for minority entrepreneurs to acquire young minority customers were increasing and called the internet and e-commerce the most interesting opportunities for small businesses.

The last two Christmas shopping seasons have seen a rise in purchases over the net because it's convenient. "According to Forrester Research, in the final quarter of 1999, Hispanic households spent an average of \$254 per household on e-commerce transactions, just as much as white households. African-American households are not far behind, at \$225, and Asian households led the pack at \$331," Trujillo said.

"Business to consumer e-commerce is projected to grow to \$100 billion by 2003. That growth is going to be driven by all ethnic groups. That's only a small part of the action, on the business to business side, e-commerce is projected to rise to \$1.3 trillion by 2003."

The increased trend towards e-commerce has

(Please see 'OAME' page B2)