



Business

Safeway from page 1

Safeway will meet with City Council on July 12 and a decision will be made regarding the license. Without a liquor license, Safeway could lose approximately 40 percent of its sales because often residents buy alcohol along with their groceries at the store. But Waterman said the remodeling and the liquor license issues are separate. He is adamant about the renovation taking place. "The growth of the area dictates a need for the store's expansion and it is what the community wants," he said. "Now is the right time."

Safeway's Portland division comprises 108 stores, 94 in Oregon and 14 in Southwest Washington. Safeway Inc. is one of the world's largest food and drug retailers, operating approximately 1,663 stores in the United States and Canada. Safeway's common stock is traded on the New York Stock Exchange under the symbol SWY.



Marketing group wants community to choose theme, logo for NE business district

CONTRIBUTED STORY FOR THE PORTLAND OBSERVER

A group of marketing consultants hired to help promote two Northeast Portland business districts wants the community to help choose a theme and logo that identify the area that encompasses Northeast Martin Luther King Boulevard and Northeast Alberta Street.

The New Market Group will sponsor a name/logo contest that began this week and ends July 6. Colorful "ballot boxes" have been placed at Northeast Portland businesses. Community residents and business owners are to select one of three logos and one of four themes on a postcard-like ballot or write their own suggestion. Participants are to place their postcard in the sealed boxes.

The ballot boxes are located at several area businesses such as Geneva's Sheer Perfection, Reflections Coffee and Books, Doris' Café and Albina Community Bank.

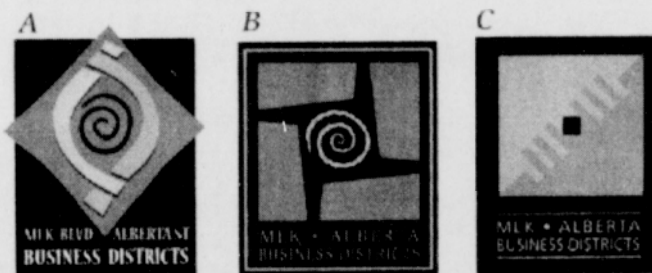
The logo or theme that receives the most votes will represent the business districts and appear on materials such as brochures, banners, shopping bags and other items.

The postcard selections are the result of several community meetings in which business owners and community residents were asked to describe Northeast Portland. Many attendees described the area's cultural diversity and richness as one of the area's top attributes, said Faye Burch, the New Market Group's project manager.

"We believe that our logo designs and theme reflect what our community asked us to create," Burch said. "We want to reflect the eclectic and

Be part of the excitement!

Help Shape the Identity of the MLK Blvd. and Alberta St. Business Districts



1. Renaissance District: *The Soul of Portland*
2. All Roads Lead to the Soul of Portland
3. Rainbow Renaissance District: *The Soul of Portland*
4. The Renaissance Rainbow District: *It's All Here*

international flavor of this district along with its history and its future growth."

Many Portland business districts have themes and logos that define them such as the Pearl and Hawthorne districts.

The Northeast business district boundaries along Martin Luther King are Lombard Street to the north and Broadway to the south. Northeast Alberta Street also is included in the district. That area is bounded by Northeast Martin Luther King Boulevard and Northeast 33rd Ave. Currently, the targeted area is comprised of two districts. But the theme and logo will encompass both, Burch said.

The Portland Development

Commission contracted with the New Market Group in December to develop and implement marketing strategies to support efforts to revitalize the business districts.

The work of the New Market Group is an extension of the Albina Community Plan, which is a plan that community leaders, residents and government officials designed and adopted in 1993 to revitalize the area.

The plan calls for PDC to partner with the community to spearhead development that will create jobs, affordable housing and retail and commercial space in Northeast Portland neighborhoods.

Certification workshop and general contractors open forum offered

CONTRIBUTED STORY FOR THE PORTLAND OBSERVER

If you want to bid on government contracts your business must be certified under Emerging Small Business (ESB), Minority Business Enterprise (MBE), Woman Business Enterprise (WBE), or Disadvantaged Business Enterprise (DBE). These certifications entitle your business to take advantage of contracting opportunities with State,

City and Federal agencies. This is your opportunity to gain certification in weeks versus months! The Office of Minority, Women, and Emerging Small business will be on hand to guide you through the certification process from 9 am to 4 pm at OAME on June 30. To expedite the certification process, you should bring the following documentation:

- Articles of Incorporation or Partnership agreement or assumed

- name registration.
- Birth certificate or Tribal Enrollment.
- Resume of work history.
- Passport.
- Articles of Organization.
- Company profile, brochure or paragraph describing business.
- Proof of ethnicity or gender.
- Driver's License.
- Copies of any licenses that are required for your business.
- Business tax returns from the past 3 years.

Floreid Walker achieves highest honor



CONTRIBUTED STORY FOR THE PORTLAND OBSERVER

Floreid Walker, Senior Financial Advisor, has once again achieved a seat on the Waddell & Reed's President's Council. This honor is an annual recognition of the top twelve financial advisors in the country. Floreid has earned a place at the table for the second consecutive year. She is the only advisor from her office to be thusly awarded and she is the only African American to have ever earned a seat. Walker, who started with the company in 1987, remains the top producer in her office. Waddell & Reed, based in Overland Park, Kansas, has been in the financial services business for more than 62 years. Today, the company has more than 200 offices nation-wide. It offers a wide array of investment products and services, as well as a variety of insurance products through arrangements with insurance companies.

Summer Cleanup

Carpet & Upholstery cleaning

Martin Cleaning Service

Carpet cleaning: 1 Hall Free and Pre-Spray Traffic Area
 * Vacuum \$5.00 each area
 * Stairs \$1.50 Ea.

Upholstery Cleaning

- Sofa under 6 ft. \$69.95 * Ottoman \$20
- Sofa over 6 ft. \$79.95 - \$89.95 * Dining Chair \$20
- Loveseat \$49.95 * Chair \$24.95
- Recliner \$39.95 * Sectional \$99.95

Additional Services

- Auto * Boat
- R.V. Cleaning * Deodorizing
- Pet Odor Treatment
- Dirt Resistant (Teflon) Protection
- Spot & Stain Removal

Carpet Cleaning

2 Areas Or More
 2 Area Minimum
 Includes 1 Hall Free
 Heavily Soiled Carpet Areas

\$25⁰⁰ Each Area
\$35⁰⁰ Each Area

Upholstery

Sofa & Loveseat Or Chair
 includes dirt protection

\$109⁹⁵

Room Special

Carpet & Upholstery
 Any 3 Areas
 Hallway Plus Sofa, Loveseat and/or Chair Cleaned

\$149⁹⁵

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