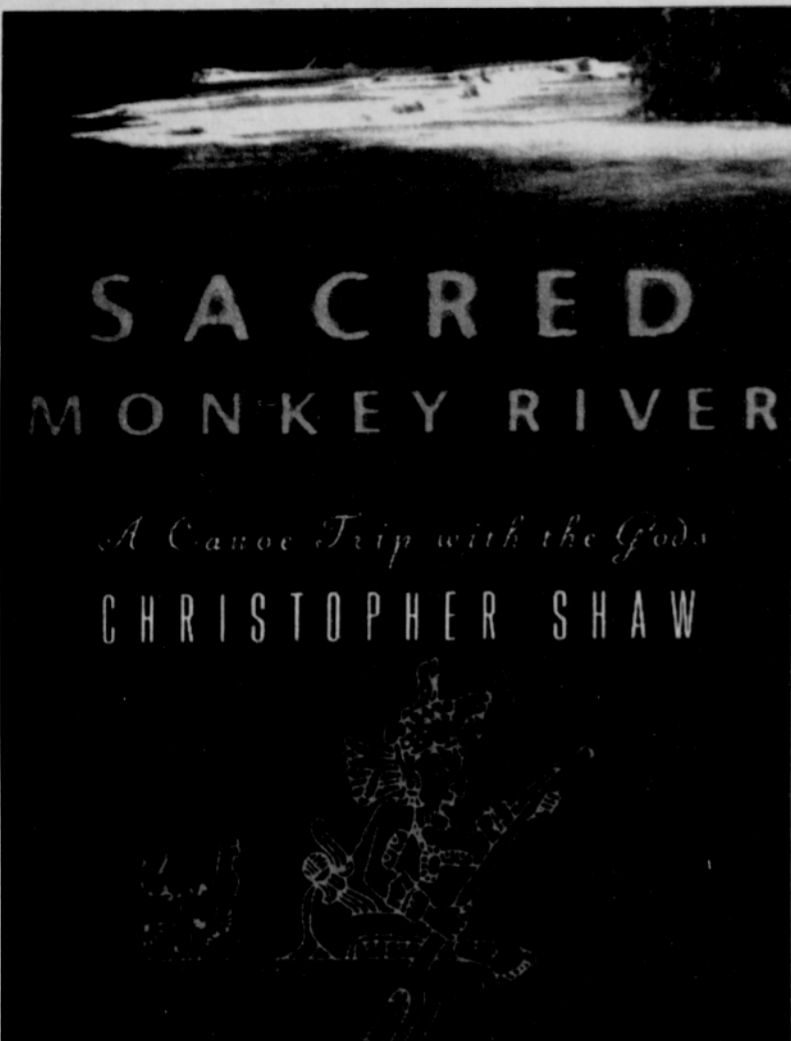




Metro/EL OBSERVADOR

Sacred Monkey River



Maya rebels in Guatemala, and past some of the greatest ruins of their classical Maya forbears.

His goal was to "take in the basin from top to bottom, at canoe speed, the speed of the ancients, and gain a sense of the step-by-step relations of distance and direction that undergird a basic knowledge of place." Early in 1997, Shaw set out on his canoe trip from the highlands to the gulf, and recounts his journey in *Sacred Monkey River*.

By then, the insurgency on the Guatemala shore had subsided, but the Zapatista rebellion in Chiapas, and criminal enterprises on both the Mexican and Guatemalan sides of the river, had thrown the basin into turmoil. With luck and the assistance of his local guides, Shaw was able to gain access to the Usumacinta headwaters, in the Zapatista heartland. He paddled with rebels and visited their villages, while simultaneously contending with the hazards of fluctuating river levels and political forces. Yet he was also able to discern encouraging signs for the future among the region's people.

The river, its numerous tributaries and nearby lakes formed a kind of pre-Columbian superhighway. Shaw's route, by raft and canoe, followed ancient trade routes that sustained and transmitted classical Maya civilization. Shaw argues that canoeing not only sustained the Maya, but played a central role in the original peopling of the Western Hemisphere. For the Maya, however, the river and canoe travel transcended migration or simple commerce, constituting a "Watery Path" at the nexus of terrestrial geography and divine cosmogony.

As Shaw traverses the watershed's varied terrain, his chronicle incorporated diverse elements of adventure travel, anthropology, geopolitics, natural history and spiritual autobiography.

A Canoe Trip with the Gods by Christopher Shaw W.W. Norton & Company; 2000

In 1992, writer and one-time whitewater guide Christopher Shaw stood on a bridge overlooking a high tributary of the Usumacinta River, in the highlands of Chiapas, Mexico's southernmost state. He realized that from there he could launch a descent of the entire watershed, four hundred miles to the Gulf of Mexico, through one of the last great wild areas of Central America, through rain forests contested by

Knowing Hispanic Market Translates Into Sales

By DIANE McCLELLAN FOR THE PORTLAND OBSERVER

The number of Hispanic-owned businesses has grown 232% from 1987-1997 to approximately 1.4 million businesses in the United States, according to the US Small Business Administration. Over the same period, revenues grew 417% to \$184 billion, representing one of the most rapidly growing business segments in our nation today.

In spite of the record growth of new businesses in this market segment, there is still much room for growth. The Hispanic population currently represents almost 11% of US population and own 4.5% of all businesses. However, futurists predict that the Hispanic population will grow to be the largest ethnic group in this country during this millennium impacting the potential for tremendous growth of Hispanic businesses.

In order to understand this market better, one must examine the terms "Hispanic" or "Latino" terms which serve as an umbrella covering a diverse population—a mosaic of 22.1 million Americans with ancestral roots in 22 Spanish-speaking countries around the world. These labels defy universal characterization because they apply to people of different nationalities, different races and different dialects within the Spanish language. By 2010, according to the Urban Institute, US Hispanics will number 39 million or 12.9% of the US population.

Overall, the Hispanic population, according to the 1990 Census, is significantly younger than the rest of the US population and may figure more strongly in the country's popular culture in the years ahead. Hispanic women represent more than 53% of the Hispanic labor pool and 3.8% of the total labor pool. This

figure is expected to increase to 7% by 2005, according to government studies.

What does this mean to marketers? Expansion and growth of Hispanic businesses will increase jobs and create higher purchasing power for both owners and their employees. Already many national and regional firms have created marketing divisions within their companies solely responsible for researching trends and developing better strategies to attract the Hispanic consumer. This is a challenge due to the fact that Hispanic people represent a vast diverse population and rapidly assimilate into mainstream American culture. However, smart companies will invest time and resources to heighten their awareness of the attitudes, interests and opinions of this growing market of Hispanic business leaders and consumers.

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Assistant Consulate General Rita Maciel (left) and Consulate General Patricia Soria hosted the recent Mexico Independence celebration at the Consulate General de Mexico in Portland.

Suponga que esta noche un árbol cae sobre su garaje...
¿QUIÉN LE AYUDARÁ MAÑANA?



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The War on Drugs Rots America

By SHELDON RICHMAN FOR THE PORTLAND OBSERVER

President Clinton may have found a legacy, and the Republicans in Congress are backing him. His legacy? Taking the United States into the civil war raging in Colombia by an injection of \$1.3 billion in money and military equipment, including combat helicopters, not to mention hundreds of American pilots and "advisors." And why is he doing that? Because, he and his GOP allies say it is necessary to prosecute our domestic War on Drugs.

Such is the logic of the War on Drugs—which is really a war against people. It's another reason to dump that policy forthwith.

Colombia is the scene of continuing violence involving the government, so-called left-wing guerrillas, and so-called right wing militias. Peasants, meanwhile, can make a living growing coca, which is turned into cocaine for the American market. Eighty percent of American cocaine originates in Colombia. The U.S. government wants to stop the

peasants from growing coca on the curious ground that the demand on American streets will dry up if the Colombian supply vanishes. The guerrillas protect poor coca growers in return for money, which finances their activities, which in turn stimulates activity by the militias, which profit from drugs through their ties to wealthy coca growers. The militias work with the regular army, which will never win an award for respecting individual rights.

According to *The Observer*, the "emergency" pork-barrel-laden bill passed by Congress also included money to finance the spraying of Columbia's coca crops with the deadly herbicide Fusarium EN-4, which the newspaper reports is used to make chemical weapons, will harm plants other than coca, and could eventually sicken some human beings. You see, as the Bolsheviks used to say, you can't make an omelet without breaking a few eggs.

"Colombia is the heart of the drug war, and we'd better get on with it,"

said GOP Sen. Paul Coverdell. "If we lose in Colombia, then we lose everywhere."

That's the public line being put out by the president and his Republican allies. But there is reason for skepticism because such strategies have failed countless times before. Anytime the United States has put pressure on farmers in one Latin American country, the drug traders have simply moved somewhere else. For that matter, wasn't the end of the notorious Colombian drug cartels hailed just a few years ago? I guess they're back.

No one should rule out that the drug war is just an excuse for the United States to help the Colombian government in its civil war. But that is no business of ours. Intervening there is certainly not authorized by the U.S. Constitution. No Colombian guerrilla threatens the United States.

But some people will cling to the drug-war rationalization. By now, we should all see through that phony-balance justification.

The Painters of Santiago, Cuba Los Pintores de Santiago de Cuba

For the first time in the history of the Bush Barn Art Center exhibition program, the Salem Art Association is bringing a completely international show to the Salem audience, one in which every single participating artist lives and works outside North America.

"The Painters of Santiago, Cuba" will open in the A.N. Bush Gallery through Oct. 29.

The show is being jointly curated by Gallery Director Julie Larson and Jany Ametler Frometa, Cuban

Specialist in Arts, who has organized several group shows of paintings in her hometown of Santiago de Cuba. Frometa presented Larson with over 80 images of paintings by various artists from the region and Larson selected 36 works by 12 artists for the final group.

On the second floor of the Bush Barn Art Center, two other exhibitions will be on view during "The Painters of Santiago, Cuba" show. The Focus Gallery will feature photo-realist ball point drawings by

Ivan France, who is currently in residence at MacLaren Youth Correctional Facility in Woodburn. France is serving a mandatory six year sentence he received as a juvenile. While in residence at MacLaren, France has discovered a talent for drawing and painting. With a simple, state issued ball point pen, he is able to capture meticulous detail and an enormous range of tonal value and gradations. The Corner Library Gallery will show works by Salem area artist Felix Oliveros which deal with issues of migrant workers.