

# Making Business Decisions Affecting Seven Generations

INTERVIEW BY JOY RAMOS  
THE PORTLAND OBSERVER

Winona LaDuke was raised in Ashland, Oregon until the age of 16 and currently lives on the White Earth Reservation in Minnesota. She was chosen by Ralph Nader, the presidential nominee of the Green Party to be his Vice Presidential running mate. Winona graduated in 1982 from Harvard with a degree in Economic Development. In 1994, she was named by Time Magazine as one of America's most promising leaders under 40 years of age. Winona recently spoke with the Portland Observer in support of minority and women-owned businesses.

**Q:** How does your Green Party administration propose to support Minority Businesses?

**Winona LaDuke:** I would develop some economic enterprise and financing for small business and community development initiatives, both public and private sector or nonprofit and private sector. They would be the same kind of privileges that are presently accorded larger corporations which should really be accorded these smaller businesses—whether it's the immense financing we give to companies like McDonald's or Sunkist.

**Q:** How can becoming a Green Business make improvements to the national economy?

**Winona LaDuke:** America is the richest economy in the world. But a lot of that is factored incorrectly in that the GNP is figured without including the actual cost of groundwater contamination or air pollution; increased health problems associated with the development choices we have historically and are presently making.

More efficient business enterprises that are environmentally less consumptive and hence, more efficient are for the long term more economically viable enterprises.

**Q:** What's a good measure of eco-

nomie growth that takes into account the environment?

**Winona LaDuke:** Ben & Jerry's Ice Cream is an example of a corporation

We market our products usually at premium through direct mail with our gift baskets using socially responsible investors and to stores.

Our market is increasing and has doubled in the last year. Our growth is measured and obviously tempered by some of our choices. We are not only content but feel we have made the right set of decisions.

**Q:** Most businesses are just trying to survive rather than become environmentally conscious. Any comments?

**Winona LaDuke:** All of the business people are just trying to get a break. Most of the communities are just trying to hang in there, and they can't even get that. I look forward to when we can get a few more breaks.

I really believe in government contracting. Subcontracts is a gravy train that should be available to minority and women-owned businesses in a much more successful manner.

Federal government purchasing is an immense resource that is a public resource. Rather than supporting Nabisco or Ralston Purina and Kraft in food processing, we should be supporting community businesses for school lunch programs.

**Q:** What do you "bring to the table" as a woman trying to get into the highest office in the country?

**Winona LaDuke:** Women have to jump through so many more hoops. It's like what John F. Kennedy said thirty year ago about having a Lady President. She would have to be a combination of Joan of Arc, Helen Keller and Marie Curie. Now it would be more like Mother Teresa, Joan of Arc and a little bit of Janet Reno to show that you're tough. That's a combination of qualities to have that is almost impossible. Because we (women) are good at being able to face the impossible, we've become incredibly evil to actualize our dreams.

*"It's like what John F. Kennedy said thirty year ago about having a Lady President. She would have to be a combination of Joan of Arc, Helen Keller and Marie Curie."*

that has spent a lot of time doing an environmental audit, measuring its local consumption and its production both in terms of what it consumes in natural resources. Also being careful in sourcing, whether it's electrical power or pecans. And also measuring its production in terms of both product that's produced and waste that's produced both in terms of waste that produced and closing the cycle as much as possible and make the choices that are efficient. That's the model that's available for any business. It involves a set of socially-responsible and environmentally-responsible screens.

**Q:** Please tell me about your business.

**Winona LaDuke:** I have two facets of business work in my life. One is that I directed a nonprofit organization that has a marketing arm that markets wild-life, maple syrup, hominy corn, preserves and local craft items from many reservations. We've been very careful in our production choices. We've had a lot of options in terms of producing in ways that would be faster, more mechanized and using different chemicals. We made a series of choices because we wanted to not only preserve an eco-system and a culture, but also we want to be in charge of choosing the technology and not have the technology choose us. We've made very careful technologically and environmentally sound choices.



Winona LaDuke, a Native American Indian is the Vice Presidential running mate to Ralph Nader of his Green Party and a former Oregonian.

## United Way

Of the Columbia-Willamette



Joins with the Portland Observer, our City and our State to celebrate Minority Enterprise Development Week

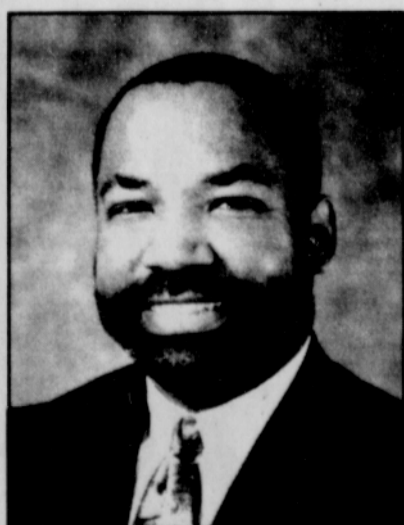
*Labor and United Way  
Working For A Better Community*

The People we help often aren't the people you think. United Way helps 1 in 3 people in the Portland/Vancouver metropolitan area – kids, Parents, teens, seniors, without regard to race, Age, gender, ethnicity, sexual orientation – Even 12-year old whiz kids with cell phones.

## United Way

of The Columbia-Willamette

619 SW 11Th Avenue  
Portland, Oregon 97205  
503.228.9131  
503.226.9385 fax  
892.3600 from Vancouver  
www.unitedway-pdx.org



**Nike joins in with the Portland Observer in Celebrating the many Valuable Contributions made by Minority businesses in our Great State**

