

Portland Business

Mundy Leads Global Media for Nike

Nike has hired Leslye L. Mundy, formerly vice president of internal communications for AutoNation as director of global corporate media relations.

Mundy will be responsible for Nike's strategic global media relations with special emphasis on business and financial media. In addition, she will manage the global corporate website, nikebiz.com.

Mundy comes to Nike from AutoNation, Inc in Fort Lauderdale, FL where she served as Vice President of Internal Communications and Vice President of the company's Automotive Rental Group. Now ANC, Inc. as well Executive Director of Public Relations and Internal Communica-



Leslye L. Mundy

tions for Alamo Rent-A-Car.

Mundy has diverse professional experience in the field of public relations, community affairs and media relations. She was

Director of Corporate Relations for Viacom's Blockbuster Entertainment Group and Discovery Zone and held communications positions with Hoechst Celanese, the National Urban League and The Wall Street Journal.

A graduate of Howard University in Washington, D.C. with a double major in Political Science and Public Relations, Mundy has also done graduate work in public policy at Georgetown University in Washington, DC.

Nike, Inc headquartered in Beaverton and markets its products in more than 100 countries as the world's leading sport and fitness company.

Businesses Get Help With Workplace Diversity

Self-directed profiles aimed at helping people understand how they think, act, and relate to others

Businesses, churches, and organizations can learn about diversity in the workplace through one-day workshops offered by George Fox University's director of multicultural services.

The program, "Bridges to Understanding Exploring Differences in the Workplace," helps employees and organization members learn how they personally react to diversity issues, including gender, ethnic, and multicultural differences. Positive perspectives on those differences are suggested.

Daryl Dixon, George Fox's director of multicultural services since 1999, will teach the four-hour workshops to be offered at the university's Portland Center, 12753 S.W. 68th Ave. Workshops can be scheduled for groups of various

type and sizes. Work site presentations can also be arranged.

Dixon had previously presented the program for school districts, government agencies, businesses and churches. Last spring, all George Fox employees participated in the diversity workshop led by Dixon.

This the first time Dixon will lead workshops open to the public.

Each workshop includes five sessions, each focusing on a different aspect of diversity awareness. Participants take the "Discovering Diversity Profile," which assesses individual attitudes and reactions to a number of diversity issues. The confidential, self-directed profile aims to help participants understand how they think, act, and relate to others.

"What's unique about this training is the use of the profile," Dixon said.

The profile focuses on four key areas of diversity: knowledge of differences, understanding of others, acceptance of differences, and behavior toward those of diverse backgrounds.

Dixon said that while many groups get together and talk about gender and ethnic issues, they fail to talk about the prejudices and stereotypical attitudes that individuals may hold.

"This type of inward focus is the key step that most people miss, which is why most diversity initiatives fail," said Dixon.

Social Security Offers Online Filing

People can now apply for Social Security retirement benefits on the Internet at www.ssa.gov, the Social Security Administration's website.

To meet customer service goals, the agency has adapted its business practices to meet the changing needs of the people it serves.

With the 76 million-strong baby boom generation before them, the SSA wants to achieve state-of-the-art service. According to a study by Jupiter Communications, 14 million

Americans age 50 and older are already online and that number is expected to double in the next few years.

"We are always looking for ways to improve services to our customers," Deputy Commissioner William Halter commented. "Giving our customers more opportunities to conduct business over the Internet will reduce cost and make our services more accessible to the public, 24 hours a day, 7 days a week.

Convention Center Prepares For Expansion

The Oregon Convention Center will break ground in its new 370,000 square foot expansion in February.

The project recently reached a major milestone when the City of Portland Planning Commission unanimously approved the schematic design for the facility.

"We are very please to have reached this important step in the project," said Jeff Blosser, Convention Center director.

The design review process involves addressing many code rela-

tions and land use issues required by the city as well as defining the scope and function of the building.

"Approval of the schematic design essentially sets the parameters for what the facility will look like and how it will function from here forward," noted Bob Frasca, design partner.

Upcoming steps in the project include completing the design development over the next two months and construction documents that will be completed early next year.

Motivated Women Share Business Success

Portland's Sylvia Gercke and Jennifer Dirks host a program on why black women are motivated to be business owners on Dream Builders, which airs on channels 11 at 6 p.m., 22 at 7:30 p.m. and 23 at 6:30 p.m. on December 8, 10 and 20 respectively.

Dream Builders, a half-hour show about entrepreneurs and their achievements, can also be seen on ExtraNetTV at www.extranettv.com.

According to Gercke, "studies by

the National Foundation for Women Business Owners indicate that black women business owners are drawn to entrepreneurship because they experienced the 'glass ceiling' as well as discrimination in previous jobs."

Phyllis Gaines, owner of Vessels and Assefash Melles, owner of Sheba House of Elegance, discuss how they improved and gained control of their lives.

Just think: Your son is bright, healthy and headed for college one day. You love the direction your career has taken. You're doing a lot of the things you planned and even a few you didn't. Living life to the fullest is easy when you have family behind you. American Family Mutual Insurance. Call and talk to one of our helpful, friendly agents. You'll find out why we're consistently rated A+ (Superior) by A.M. Best, the insurance rating authority. Then, go on. Dream. Plan. What you do next is up to you and we'll be here to help you.

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The Portland Observer

30th

Anniversary

Please join us for a festive and elegant affair to commemorate the Portland Observer's 30th anniversary and to honor those who have supported us and acted on a vision of diversity for our city.

Date: Thursday, November 30, 2000
Time: 6 p.m. to 10 p.m.
Place: Shenanigan's (East and West ballrooms) 4575 N. Channel Ave.
Suggested Donation: \$100 per person or \$1,000 per table of 10.

Proceeds benefit Self-Enhancement Inc., Bridge Builders and the Joyce Washington Memorial Scholarship Fund.

If you miss it, you will hear about it!