

Portland Business

# Long Time Planner to Lead Portland Agency

## First Up for New PDC executive is meeting with staff and community leaders to hear their visions for the city

The Portland Development Commission, the city's most powerful agency for economic development, housing and revitalization efforts, has named Donald F. Mazziotti as its new executive director.

Mazziotti has 30 years of experience in local, state and federal governments, non-profit corporations and private sector organizations. He will bring skills in planning, economic and community development, public administration, real estate and finance to his new post.

He plans to spend the next couple of weeks meeting with his PDC



Donald F. Mazziotti

staff, community leaders and others to hear their visions for the city.

"Don's skills are a perfect match to those needed to bring PDC to its next level of effectiveness," said PDC Chairman Marty Brantley. "He has well-rounded experience in both the public and private sector and we are confident he can move the agency forward on PDC's current and future programs and projects to reach the city's goals."

Mazziotti was the former chief technology officer for Oregon State government and telecommunications advisor to Gov. John Kitzhaber. He served

as chief planner for the City of Portland's Bureau of Planning from 1973 to 1978 and moved from Portland to Washington, D.C. in 1978 to serve in the federal Department of Transportation.

Prior to returning to Oregon in 1997, Mazziotti was chairman and president of Delta Development Group, a development consulting

firm specializing in real estate development, community planning, project management/implementation and economic development in Camp Hill, Penn.

A graduate of Drake University, he holds a master's degree in urban planning and a law degree, both from the University of Iowa.

"Don has demonstrated excellent leadership capabilities and is highly knowledgeable in all of the areas in which PDC specializes," said Mayor Vera Katz. "He knows the tools are available, both at the

federal and state level. He knows how to communicate a vision and build consensus and, most importantly as someone who helped shape our city in some of its most formative years, he knows and loves Portland."

Mazziotti will assume his role on May 7 replacing former PDC Housing Director Felicia Trader who retired in January.

Baruti Artharee, PDC Housing Director, has served as Interim Executive Director since Trader's retirement.

# PGE Loans Employee to Environmental Group

Portland General Electric has loaned its employee Emmett Wheatfall to serve as a business consultant for the Environmental Federation of Oregon.

The federation is a coalition of 32 conservation groups dedicated to supporting Oregon's natural environment by conducting fundraising campaigns in the workplace.

"On behalf of PGE, I went to the EFO to figure out where they needed help," says Wheatfall. "They wanted professional support contacting businesses about employee giving opportunities to conservation causes."

Officials from both organizations say they're committed to encouraging others to recognize the importance of assisting environ-

mental non-profits.

"We were thrilled when PGE offered their assistance to us," said Sandi Scheinberg, campaign director for the EFO. "We're a small



Emmett Wheatfall

office with a small staff. Having Emmett on board helps us expand our capacity to build bridges with the business community."

Wheatfall has been employed by PGE for 11 years and describes his new role as "awesome". He will use the professional skills he developed at PGE and expand them through his work at the EFO. According to Wheatfall, there are no downsides to this partnership.

Scheinberg also believes that the relationship will be mutually beneficial.

She says EFO will gain expertise and Wheatfall will return to his position at PGE with added inspiration, knowledge and skill.

# Minority Groups First to Feel Brunt of Unemployment

Unemployment among African Americans, which fell to an all-time low last year, is surging once again in this economic downturn.

In March, unemployment among African Americans shot up to 8.6 percent - double the nationwide rate of that month - and up from 7.5 percent in February. The unemployment rate for whites remained steady at 3.7 percent in the same two-month span. The nationwide unemployment rate had been in the range of 3.9 percent to 4.1 percent from the fall of 1999 until the end of 2000, and crept up to 4.3 percent in March.

One factor contributing to the rise in African-American unemployment could be that African Americans represent more recent hires, according to Jared Bernstein, an economist with the Economic Policy Institute, a nonprofit, nonpartisan think-tank in Washington, D.C.

During the recent economic growth period, African Americans entered the workforce in record numbers - unemployment for this group was the lowest ever at 7.2 percent in September.

African Americans and other minority groups are the first to feel the brunt when the economy unravels.

However, Bernstein added that "the sky isn't falling yet" and African-American employment, particularly in the service

industries, remains stable.

Companies that downsize those most recently hired without taking diversity into consideration do their businesses a great disservice, said William Spriggs, director of the National Urban League's Washington, D.C.-based Institute for Oppor-

tunity and Equality.

These businesses could be ignoring the valuable lesson that was learned from the recent economic expansion - that African-American and Latino workers improve productivity and add to profitability.

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