



PHOTO BY MARK WASHINGTON/THE PORTLAND OBSERVER
 Reverend Brown is a pastor at New Jerusalem Full Gospel Church. For many heads of the pulpit, it is a 7-day, 24-hour job. Church leaders in this state are among the lowest paid in the nation. Potential earnings: \$15,000 - \$200,000.

Donald Trump. On average, real estate salaries are low. Most positions require several years to build up experience, contacts, and responsibility. To be

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successful you'll need to be self-motivated, focused, and able to take the good times with the bad. Job opportunities exist mainly in sales and property acquisition and analysis. If you want to enter on the sales side, you'll need to get a license and then go to work for a commercial or residential broker, both of which act as intermediaries between buyers and sellers. To work in property acquisition and analysis, you'll probably need a college or advanced degree; only then will you be able to find a job at a property management company or an REIT. A recent trend of note: One effect of the industry's growing complexity, and the resulting dependence on financial analysis, is an increase in job opportunities for people from non-real estate backgrounds.

* To earn an Associate of Applied Science Degree through PCC's Real Estate Program, call the Sylvania Campus at 503/977-4393.

Retail

There will be significant changes as the retail landscape is made over and that layoffs will occur as a result of consolidation and automation of a number of functions. But this also means that there will be opportunities for businesspeople able to navigate through the mess of reconstruction as well as for people who can get products to consumers by means other than traditional retail stores.

Among other areas, the following should be in high demand: distribution specialists and merchandise planners; buyers with product development and private-label experience; anyone who understands data-interpretation technology and digital systems such as Quick Response, Electronic Data Inter-

change, and POS terminals; and all you managers with either e-commerce or overseas marketing expertise.

Semiconductors

The semiconductor industry is hungry for trained workers, so much so that it annu-

ally imports tens of thousands of them from places like India, Pakistan, and Taiwan. The majority of jobs go to chip designers with computer science or electrical engineering degrees, but there are other opportunities in machine design, factory design, finance, mar-

keting, operations, purchasing, information technology, and strategic planning. Chemical engineers and technicians find work in manufacturing. Those with backgrounds in chemistry, physics, and other physical sciences can find jobs making semiconductor mate-

"I've always felt that our state's minority entrepreneurs have shown the same kind of pioneering spirit that made Oregon famous. They had the courage to take a risk and to follow a dream. As a result, our state's thriving minority-owned businesses play a vital role in our economy, creating jobs and helping keep our strong quality of life. As these enterprises grow and expand, it's important for minority business owners to instill that same pioneering spirit in their community, and to encourage more women and minorities to start new businesses. That will be good for all Oregonians."



Ron Wyden, Oregon Senator

Ron Wyden
 Oregon Senator

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