

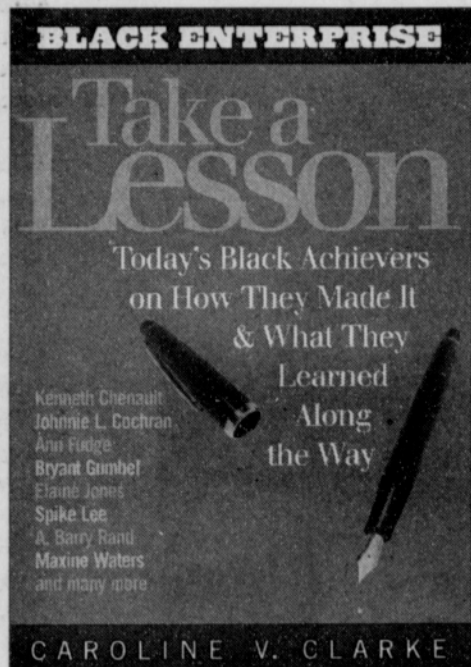
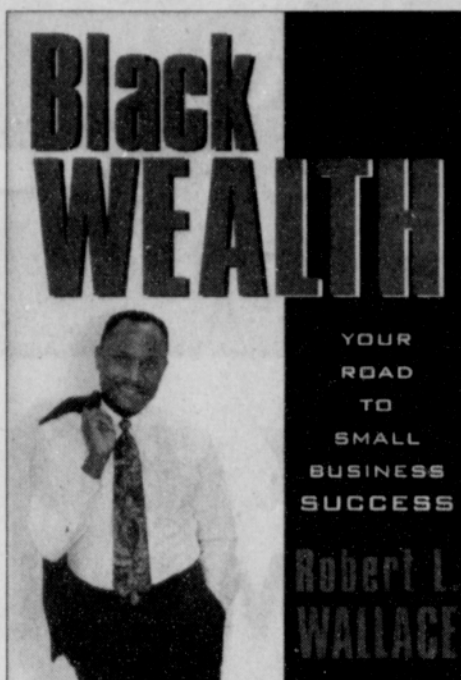
Recommended Business Books

Black Wealth Equals Power

BY ROBERT L. WALLACE
JOHN WILEY & SONS, INC.; 2000

Author, entrepreneur, and management consultant Robert Wallace contends that wealth is the one remaining ingredient still missing from the African-American power base. In "Black Wealth: Your Road to Small Business Success," Wallace demonstrates that, while ethnic solidarity and political power have increased significantly over the past thirty-five years, the creation of personal wealth within the black community has lagged behind.

"Black Wealth" gives you expert guidance. Building upon fifteen years of research, Wallace uses inspiring portraits and case studies of successful African-American and female entrepreneurs. This book identifies and codifies the skills and strategies that were key to the success of these bold pioneers. What emerges is the Wallace 4 Quadrant Model for Entrepreneurial Success, which you can emulate to achieve a similar outcome in your own professional life.



A Dream Team of Mentors

BY CAROLINE V. CLARKE
JOHN WILEY & SONS, INC.; 2001

Powerful first-person accounts from today's heroes and role models will inspire you, instruct you, and give you the confidence and determination you need to make your dreams come true. In this extraordinary selection of wisdom based on candid interview, you'll meet twenty-seven talented, hard-working, and successful African Americans. Each of these major figures has a powerful story to tell – and important lessons to teach.

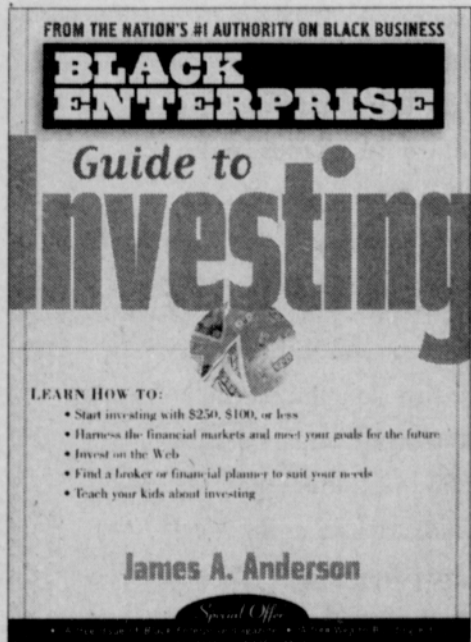
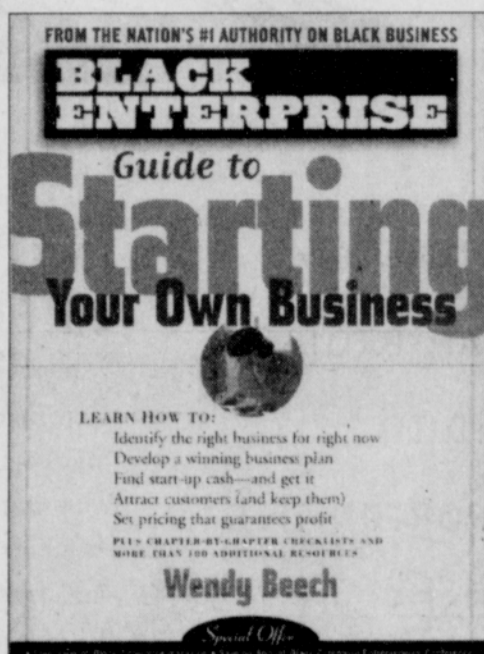
"Black Enterprise" Editor-at-Large Caroline Clarke asks each of these superachievers to reveal who they are, what drives them, what moves them, the sources of their courage and strength, and how they overcome adversity. Their thoughtful, honest responses cut straight to the heart of the matter and help you find your own way to achievement.

How to Build a Business

BY WENDY BEECH
JOHN WILEY & SONS, INC.; 1999

Former "Black Enterprise" editor Wendy Beech knows that being a successful business owner takes more than capital and a solid business plan. She offers essential, timely advice on all aspects of entrepreneurship, including defining and protecting a business idea, researching the industry and the competition, confronting legal issues, choosing a good location, financing and advertising. You'll even learn how to make the most of the Internet by establishing a Web presence. Plus, you'll hear from black entrepreneurs who persevered in the face of seemingly unbeatable odds and have now joined the ranks of incredibly successful black business owners. This exceptional reference tool also includes:

- The ten qualities you must possess to be a successful entrepreneur;
- A list of helpful resources at the end of every chapter.



Learn to Invest Safely

BY JAMES A. ANDERSON
JOHN WILEY & SONS, INC.; 2001

It's time to take control of your financial destiny. Written by "Black Enterprise's" personal finance columnist, James Anderson, the "Black Enterprise Guide to Investing" demystifies investing for beginners and provides a gold mine of solid, practical, easy-to-understand information about stocks, bonds, mutual funds, money markets, and other important investment vehicles. With the help of many fascinating and instructive real-life stories of people who learned to make investing part of their long-term financial strategy – as well as helpful hints and insights from African-American investors, brokers, and financial planners – Anderson fills you in on what you need to know.

Opportunities, Barriers Exist for Minority Retailers

continued ▲ from C6

day operations. Dad Booker provides the day to day mentoring and guidance every day. Periodically, the grandsons and granddaughters have been employed as office managers or janitors. They too work hard in the same tradition as their father, building a company that is honest and hard working.

Growth for CJSI is important and risky. Business in the new millennium requires that they operate with speed and integrity. The ability to be competitive and sustain with the marketplace depends upon many things: good business communication with potential customers,

the ability to bid on demand and the ability to stay aware of the current market trends are equally as important as getting the work done.

Recently, CJSI has taken on high-end construction cleaning—a section of the cleaning industry that is fast-paced and highly competitive. Projects such as the final cleaning of PGE Park was undertaken and performed within a two-week time span.

The Bookers have lived, raised their children and built a business right in a neighborhood known for violence, gangs, drugs, and economic depression. Their refusal to let setbacks get them down has proven them more than worthy of

their profitable business and business awards. Their efforts in helping with the schools and numerous community affairs have set them apart as leaders with a vested interest in creating a bright future for all concerned in north and northeast Portland.

Sound business practices at work, good leadership at home and generous community involvement has helped the Bookers lay the foundation for a good formula that has added up to success. Their family, business, and community success is a good example of what it takes to make it out there today. They give hope to other African Americans who want to make it in the independent business world.

We appreciate this special opportunity to recognize and celebrate the many valuable contributions made by minority businesses in the State of Oregon.



For information on contracting and programs for Minority-owned firms, call or contact us online:



City of Portland
Bureau of Purchases
Buyline: (503) 823-5513
Loretta Young: (503) 823-6850
www.ci.portland.or.us/purchase/purchase.htm



Multnomah County
Opportunity Hotline:
(503) 797-1933
Herman Brame: (503) 938-5111
www.co.multnomah.or.us/contracts

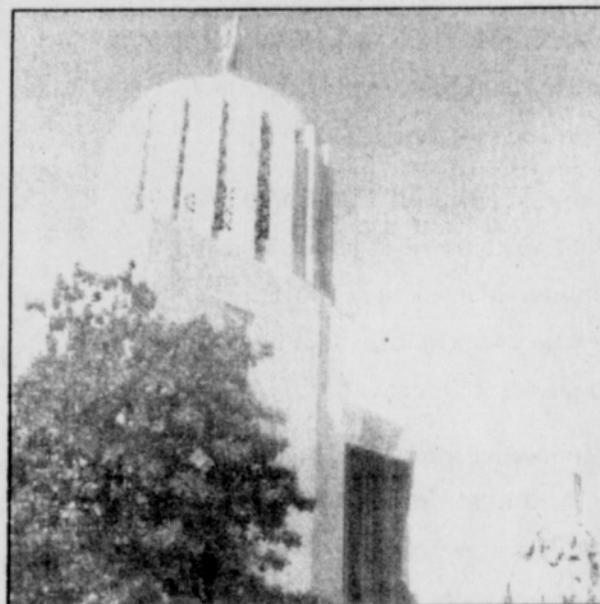


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