

Building Clientele with Good Deals

Woman's love for traveling leads to own business

BY JAYMEE R. CUTI
THE PORTLAND OBSERVER

A local travel agent allows Portlanders to realize their travel dreams at the best prices available while supporting a growing minority-owned business.

Shirlene Carson is the executive behind Executive Travel, an agency with lots of discount opportunities and a reputation for price-matching or beating the competition.

Carson started the business because of her own fantasy of seeing the world.

"It seems that many are stuck in one spot without trying to see anything else," she said.

Carson, also a basketball coach for middle schoolers in north and northeast Portland, is very familiar with the high costs of traveling with a team. She specializes in finding deals for commuting groups and teams traveling to tournaments.

She also offers seniors discounts.

For more information, call 503-289-4050 or 800-422-7860.



Shirlene Carson, owner of Executive Travel, can help get Portlanders where they want to go for unbeatable prices.

PHOTO BY MARK WASHINGTON/THE PORTLAND OBSERVER

Contracting Policies Promote Social Equity

Local governments have adopted policies to achieve greater economic and social equity in contracting and procurement.

Multnomah County and the City of Portland have been working to employ a diverse workforce of skilled laborers

through the Workforce Hiring and Training Program.

The program, adopted in 1996, requires apprenticeship training on all construction projects with contracts of over \$200,000 and on subcontracts of more than \$100,000.

The contractor must ensure

that apprentices provide 17 percent of the hours in each trade. Agents for the Apprenticeship and Training Division are also instructed to request minority or female apprentices whenever available.

The program, administered by the City of Portland, pro-

vided 693 apprentices with 221,420 hours of training in 2002-2003.

The county exceeded its goal of 17 percent of all projects, with 135 women and ethnic minorities receiving training opportunities on Multnomah County construction projects.

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