

First Nike Factory Store Turns 20

Martin Luther King Boulevard site was activist Ron Herndon's vision

For 20 years, Nike's big swoosh has helped create new jobs, foster economic growth, and bring \$1 million in company donations to non-profit organizations in north and northeast Portland.

Community members, elected officials and Nike executives gathered at the Nike Outlet Store on Northeast Martin Luther King Jr. Boulevard last week to celebrate the achievement and honor one local citizen's vision for the area even before change was an option.

Long time Portland resident Ron Herndon, now chairman of the board of the National Head Start Association and director of Albina Head

Start, approached Nike 20 years ago and urged the company to build its first ever factory store on Martin Luther King Jr. Boulevard.

"Two decades ago, Ron talked, and we listened. He led a community-wide effort that helped convince Bob Woodell, Nike's then president, to open our first factory store—not only the first in Oregon, but anywhere in the world—right here in northeast Portland," said Gary DeStefano, operations president of Nike USA.

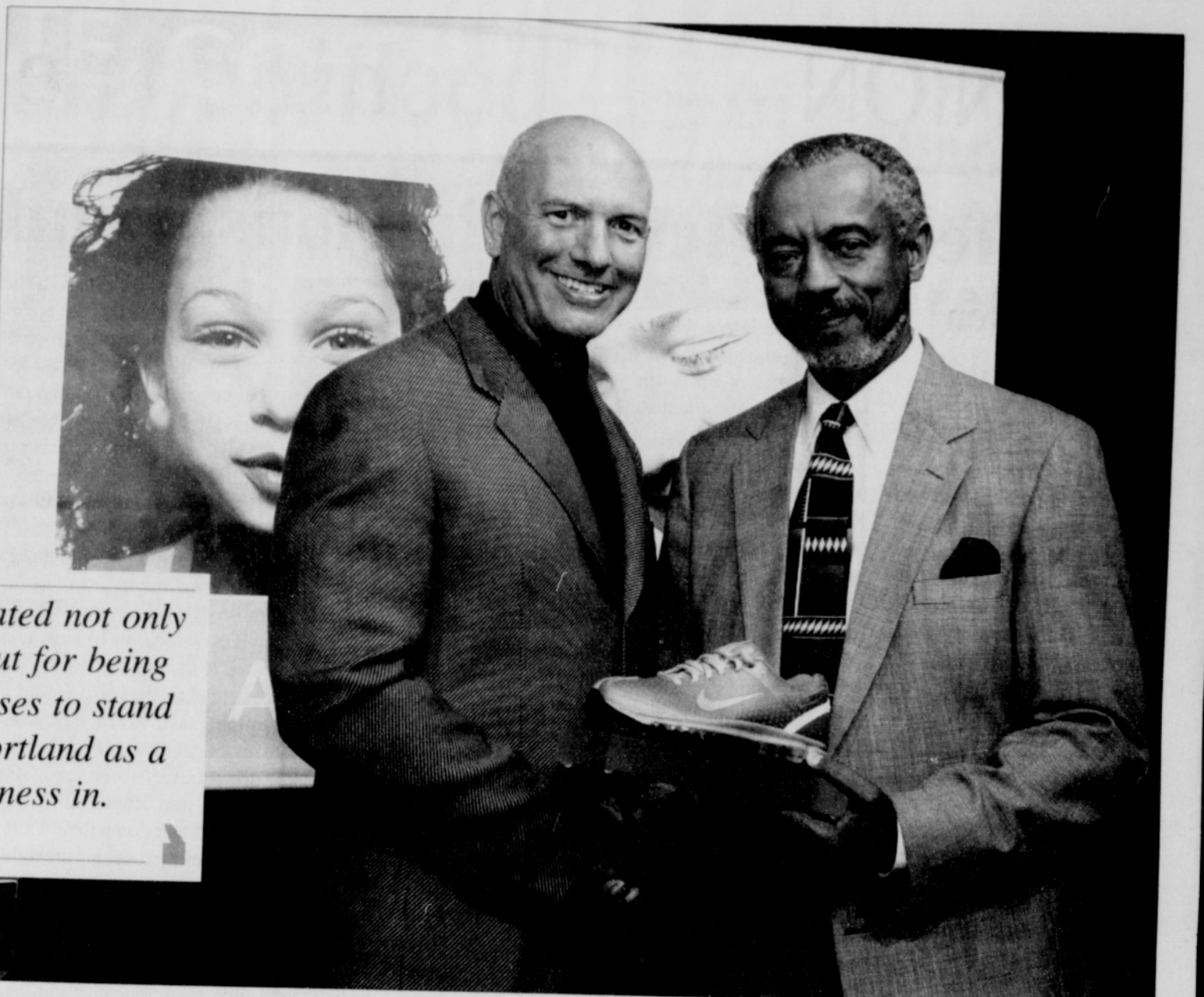
They are to be congratulated not only for doing business here... but for being one of the first area businesses to stand up and declare northeast Portland as a viable community to do business in.

—Northeast Portland activist Ron Herndon

Nike envisions being part of a proud north and northeast Portland neighbor for many additional years to come.

"We're committed to helping

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Nike executive Gary DeStefano (left) and Ron Herndon of Albina Head Start celebrate the company's 20-year presence on Northeast Martin Luther King Jr. Boulevard and its long-term investment to the north and northeast Portland community.



Ask Deanna!
An advice column known for its fearless approach to reality based subjects!

Dear Deanna!

I was a black Florida voter who was mistreated during the Bush and Gore election. I along with other blacks didn't get to vote and we could've made a difference. When this issue went to the Supreme Court level why didn't the black representatives in the House make noise about this issue? They didn't say a word. Why? --Gail S.; Jacksonville, Fla.

Dear Gail:

The black representatives did cry out. However, due to being outnumbered by their white counterparts they were told, in not so

many words, to sit down, shut up and keep it moving. Jessie Jackson tried his best to raise awareness about this in the media, but he too was shut down. In the end, anybody that can call their daddy and ask for an oil company or ball team, can also steal the stank off poop and manipulate a Florida chad.

Dear Deanna!

If a relationship is doing well and things are fine without marriage, why do women complain? I've been with my girlfriend for 9 years and sometimes she rants about being legal and having a piece of paper to justify our relationship. I feel it won't

make any difference because we have love and neither one of us is going anywhere. --Ronnie Turner; Beaumont, Texas

Dear Ronnie:

So you want to go to hell over an illegal orgasm if Judgment Day was tomorrow? True, your courtship lasted longer than most marriages. If you love the relationship you should do the right thing and not fornicate by living the shacking lifestyle. Marriage will change things because you'll have the true blessing of God over your relationship as well as many marriage perks and benefits. After 9 years, quit

playing and do the right thing.

Dear Deanna!

I'm in prison and have been here for over 10 years. My children were babies when I left and my wife always throws it in my face that I never did anything for them. No I haven't paid child support or provided material things, but I can share wisdom. Now they've gone astray and she's blaming it on me. I feel I can help if she would only bring them to see me. --Anonymous; Soledad Prison in Calif.

Dear Anonymous:

Child support and material things don't raise children. Love, support

and wisdom along with discipline and faith lead children in the right way. She should be bringing those kids to visit you every chance she gets. A child seeing their father in prison is the ultimate tool to help them do right and stay out of trouble. When they visit, help them by keeping it real about the consequences of your misdeed that landed you in prison and took your life, your dreams and your family.

Ask Deanna is written by Deanna M. Write Ask Deanna! Email: askdeanna1@yahoo.com or write: Deanna M, P.O. Box 88847, Los Angeles, CA 90009. Website: www.askdeanna.com



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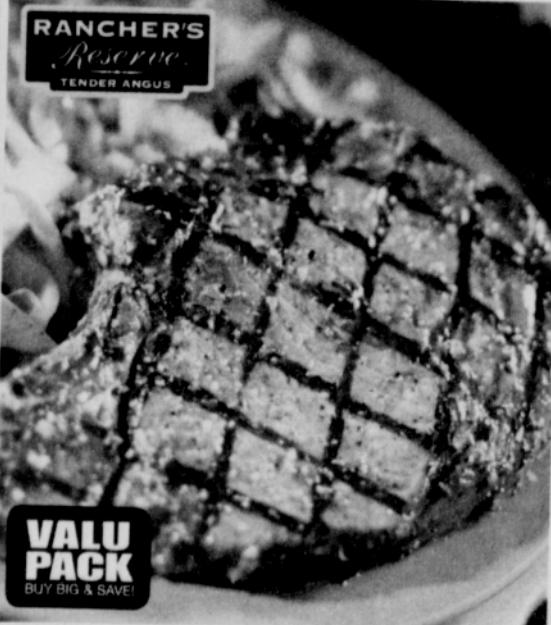
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