



PHOTO COURTESY KAISER PERMANENTE

Market Reflects Cultures

Performers entertain visitors with African music at the Rockwood International Market sponsored by Kaiser Permanente. The market is open for the summer on the third Saturday and Sunday each month through September at Kaiser Permanente's Rockwood Medical Office, 19500 S.E. Stark Street. Besides live entertainment, the market features fresh produce and flowers, ethnic food, and many handcrafted items reflecting the cultures of Rockwood's many immigrants from Africa, Asia, Latin America, and republics of the former Soviet Union.

Diversity Valued in the Workplace

But survey shows many employers have poor records

(AP) — Fewer than a third of American workers believe their companies have effective diversity programs, according to a new report by the National Urban League.

The report also found that fewer than half of the workers surveyed had favorable opinions of their companies' efforts on recruiting, leadership commitment, and career development.

"We have work to do," said Marc Morial, president and CEO of the League, a New York-based civil rights group. "One of the reasons why this study is important is it gives us a sense of where we are."

Sixty-five percent of those surveyed agreed that diversity improved creativity and innovation in the workplace, and 80 percent said they were comfortable working in diverse teams.

But when asked if their company had an effective diversity program, only 32 percent had a favorable response, while 26 per-

cent had a negative view of their companies' efforts. The rest were neutral.

Those with the most favorable opinions of diversity programs included executives - 47 percent of whom thought their companies were effective - and employees at companies with more than 5,000

While the population of the country has gotten increasingly diverse, American companies haven't kept up, said Fariborz Ghadar, professor of finance and director of the Center for Global Business Studies at Penn State University.

"We've got quite a hurdle to jump before we become a truly diverse organizational structure in many of our corporations," he said.

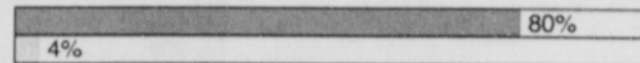
The guidelines could be useful, but making

POLL Diversity in the work force

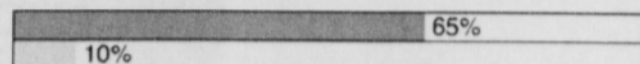
Americans value diversity in the workplace, but fewer than a third believe their companies have effective diversity programs.

■ Favorable responses
□ Unfavorable responses

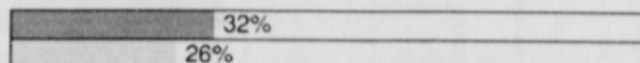
I am comfortable working in diverse teams.



A diverse work force improves creativity and innovation in the workplace.



My company has an effective diversity initiative.



About this poll: 1,927 to 2,019 adults surveyed; margin of error: plus or minus 5 percent

SOURCE: National Urban League



Urban League President Marc Morial

improvements requires that companies diversify their management ranks, said Todd Campbell, manager for diversity at the Society for Human Resource Management, an industry group.

"If you want long-term impact and success, eventually you're going to have to diversify those top levels," Campbell said. "People want to see people like them excelling within the company."

Sidewalk Sale to Draw Crowd

A summer sidewalk sale will draw residents to Northeast Broadway from 33rd Avenue to Martin Luther King Jr. Boulevard this weekend.

Some 25 merchants are participating in the July 16-18 event, sponsored by the

Broadway Business Association. There will be discounts of from 20 to 70 percent on selected merchandise, food and services, including restaurants such as Pastini's Pastaria, Irvington Corner Table, Pizza Schmizza and Starbucks.

Other special attractions include "reading matter by the pound" from Broadway Books, specials on eye exams from Hallmark Opticians, and free bang trims and consultations from Monte's Hair Salon.

Slave Narratives Delayed

This weekend's production of the Slave Narratives "Sun Up Till Sundown" by Storytellerz Readers Theater at the Interstate Firehouse Cultural Center in north Portland has been postponed for rescheduling in August. For more information visit www.ifcc-arts.org or call 503-823-4322.

NEW SEASONS MARKET



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Portland OR 97202
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