

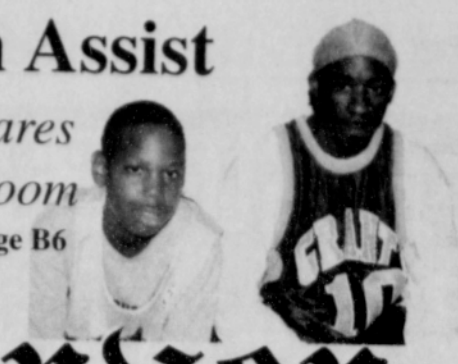
50¢

Spotlight on Health

Hundreds join second annual Wellness Within REACH Walk
See Metro section, inside

Terrell Brandon Assist

Local NBA star prepares kids for court and classroom
See Sports, page B6



The



'City of Roses'

Volume XXXIV • Number 35

Portland Observer

Established in 1970
Committed to Cultural Diversity

www.portlandobserver.com
Wednesday • September 8, 2004

Week in The Review

Frances Ends Florida Assault



Frances wound up a two-prong assault on Florida that pounded both the central part of the state and the Panhandle, leaving storm-weary residents with flooding, frayed nerves and shortages of everyday items such as gas, ice and water. At least 14 deaths were blamed on the storm in Florida and Georgia.

Inmate Charged in 1968 Murder

A Washington man already serving two life sentences for murder has been charged with committing what prosecutors say is the state's oldest unsolved crime, the 1968 fatal stabbing of a pregnant teenager.

Nevada Stages Huge Cook-Off

Some 300,000 people are expected to pig out on about 130,000 pounds of pork ribs during the 16th annual Best in the West Nugget Rib Cook-off in Nevada which got off to a sizzling start over the Labor Day weekend.

Russians Rally Against Terror



Waving flags and banners, tens of thousands of Russians demonstrated against terrorism Tuesday, massing outside the Kremlin in response to calls for solidarity by President Vladimir Putin's government after a series of deadly attacks that have killed more than 400 people.

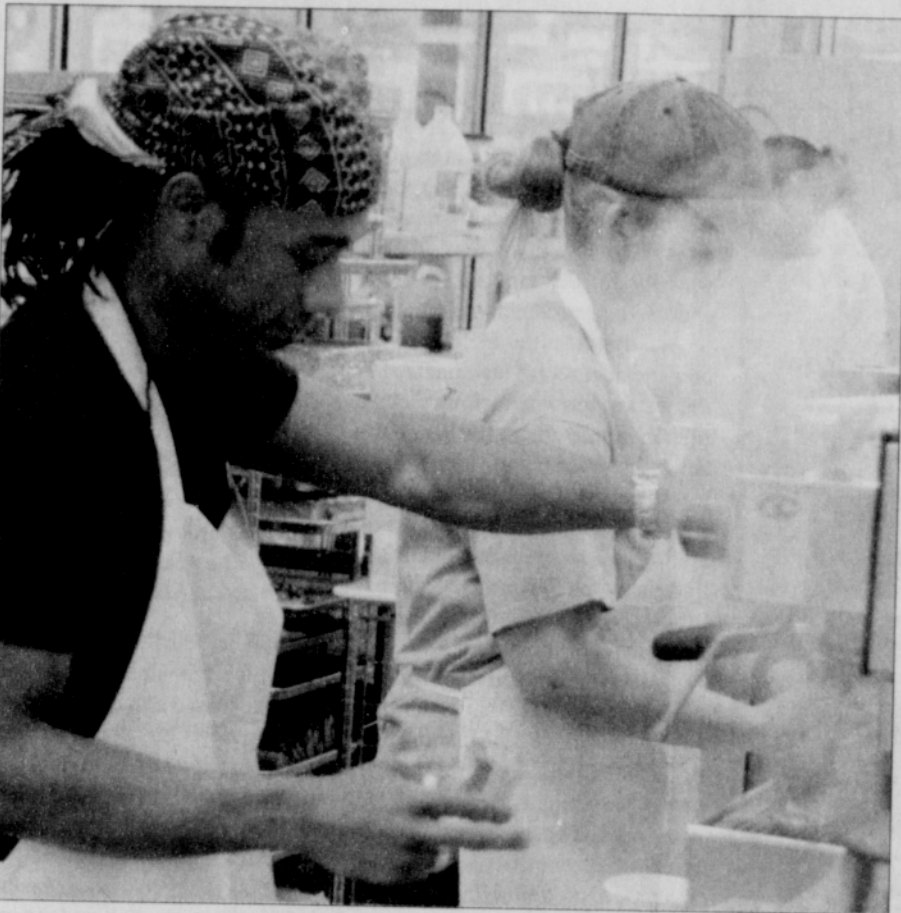
Jeopardy Winning Streak Continues

"Jeopardy!" master Ken Jennings has advanced his winning streak to 39, picking up another \$10,001 and bringing his total money won to \$1,331,661.

'Swamp Pop' Singer Joe Barry Dies

Hard-living swamp pop performer Joe Barry, whose 1960 version of "I'm a Fool to Care" put him in the national spotlight, died Aug. 31. He was 65.

Striving to Achieve Equality in the Workplace



Will Shabazz and Ginny Sorensen prepares culinary delights at the new Seven Corners New Seasons Market in southeast Portland.

New Seasons president lends significant community impact

BY JOHANNA S. KING
THE PORTLAND OBSERVER

Motivated and determined to make a lasting impact on his local community, Brian Rohter, president and co-founder of New Seasons Market will be recognized this fall at the Urban League of Portland Equal Opportunity Day Dinner for his outstanding efforts in working to achieve equality for all.

The award honors individuals residing in the Portland metropolitan area that have made significant contributions to the cause of equality in education, employment and economic development.

"(Rohter) was chosen as an individual who had made an overall significant difference in the dynamics of community," said Vanessa Gaston, president and CEO of The Urban League of Portland. "This is our way of saying thank you for laboring amongst our own to foster an encouraging improvement."

The journey began in 1999 when three

families and about 50 of their friends decided to create a business they could be proud of — a company that had true commitment to its community, to maintaining a progressive and diverse workplace and to promoting sustainable and strong local agriculture.

Five years later, under Rohter's leadership, that vision has been realized with five Portland area New Seasons locations, more than 800 employees and ongoing relationships with dozens of community partners. He also strives to reach out and hire diverse individuals in all his stores.

Rohter believes that, because New Seasons Market is locally owned and operated, he and the company have a duty to contribute to Portland's environment of equity, opportunity and health. Leading the effort to develop the corner of Killingsworth and NE 33rd he invested in a neighborhood that was blighted and abandoned by other investors. The improvements are remarkable. Today,

continued ▼ on page A3



New Seasons Market's latest offering, the Seven Corners store at Southeast 20th Avenue and Division, opened on Sept. 1. A new store on North Interstate and Portland Boulevard is on schedule for opening next year.



New Seasons President Brian Rohter is recognized by the Urban League of Portland for strengthening his community and building a diverse workforce.

PHOTOS COURTESY OF FRITZ LIEDTKE OF FRITZPHOTO

Education Options SEI Academy adds creative learning opportunities

Education
Director Natasha Butler oversees SEI Academy, a new charter school in north Portland.

BY JAYMEE R. CUTI
THE PORTLAND OBSERVER

Self Enhancement Inc. Academy has a simple plan to avoid the academic and disciplinary pitfalls casting charter schools in a negative light: Address problems before they start, everyday.

"First things First" is just one of the innovations SEI is using to tip the odds of success in its favor as it opens a charter school on its inner-north Portland campus this fall.

"It's an opportunity for all students and the staff to get together as a team, to examine the spirit of the group and set up the day," said Natasha Butler, education director for SEI Academy. "It's an open place where students feel they can express themselves, vent, clear the air, so they can walk in the classrooms and focus on academics."

Butler holds the role of principal at SEI. The academy has a 12 to 1 student-to-educator ratio, including two full-time teachers, two part-time teaching assistants, a full-time youth service coordinator, and a project

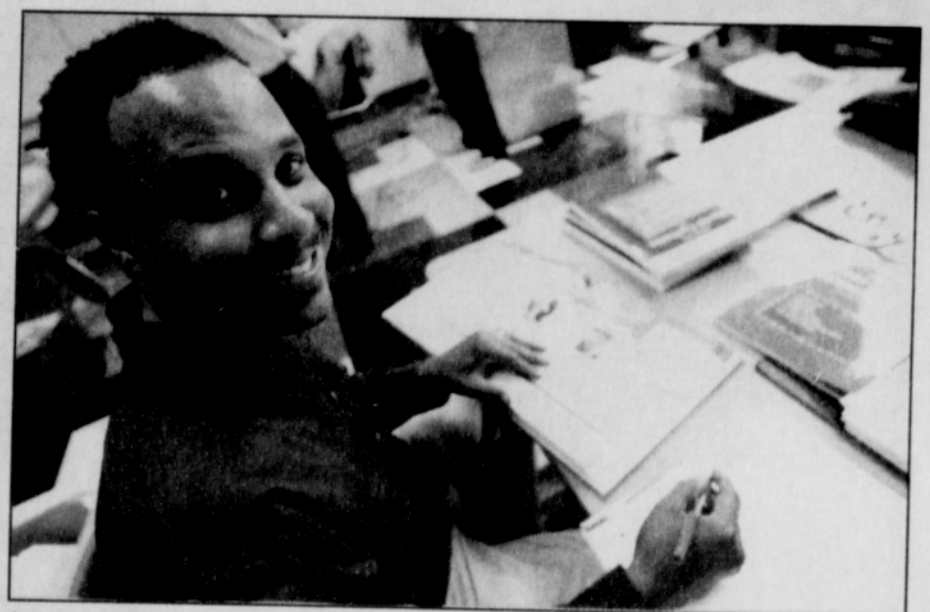


manager. All teachers have at least five years experience and classroom materials, including textbooks, are either current or cutting edge.

Each year, the school will add a new sixth grade class until it operates as a full middle school with 150 sixth, seventh and eighth graders.

SEI Academy opens Sept. 8 with 50 sixth grade students and 15 on the waiting list.

To introduce the academy and draw in the community, the morning will begin with a continental breakfast for students and their parents, the SEI education team and local



Language Arts and social studies teacher Carl Reinhold looks through classroom materials.

PHOTOS BY MICHAEL RUBENSTEIN/THE PORTLAND OBSERVER

dignitaries including Oregon Dept. of Education Chief Policy Officer Patrick Burk, State Senator Margaret Carter and Tony Hopson, president and founder of SEI.

Kids will then be dismissed to receive new backpacks full of school supplies, provided by SEI, before heading off to their first class. Their uniforms of navy and khaki were also provided, free of charge.

"All they have to do is show up," said Butler of the supplies SEI Academy provides. She says the school is in discussions about getting laptop computers donated to every student.

Academy visionaries saw a school as a natural extension to the after school program that SEI has been providing to kids in north and northeast Portland for 23 years.

SEI, which has a 95 percent graduation rate among its high school participants, is tapping its track record of academic success to develop the academy's curriculum. It will extend to the classroom SEI's signature "relationship model," which works with kids on all fronts, by developing and addressing all issues including individual, family, peer,

continued ▼ on page B4

PRSDRT STD
US POSTAGE
PAID
PORTLAND OR
PERMIT
NO. 1610

University of Oregon
Knight Library
1299 University of Oregon
Eugene, OR 97403-1205