

MED Week

2004
special edition

MINORITY ENTERPRISE DEVELOPMENT WEEK SECTION B



A Family Business

Customer service drives couple's success

BY JAYMEE R. CUTI
THE PORTLAND OBSERVER

Charles McCloud thanks God and his wife, Elenora for his business success.

"God is the head of my life," says McCloud, also a preacher at Fellowship Missionary Baptist Church. "My wife is my right hand."

McCloud Enterprises includes parking services, patrol and top rate customer service.

"What makes us unique is we have a special bond with our customers. It's our mission to provide the best and most memorable customer service. We do this by our integrity and dependability and care," he said.

McCloud's business, at 516 S.E. Morrison, provides security to patrol communities and neighborhoods. His entrepreneurial umbrella will soon include a soul food and barbecue restaurant at 1675 S.W. Marlow Ave. in the Cedar Hills area on Nov. 1.

McCloud is quite invested in the city. He also works as director of the Youth Anti-Gang Outreach. He and his wife have raised 10 children in northeast Portland for 16 years. Today, his children work for him, creating a truly family-run atmosphere. He thanks Mayfield Corp. for opening doors of opportunity for McCloud Enterprises.

For more information, call McCloud at 503-234-4452.

Charles and Elenora McCloud own McCloud Enterprises, which includes a parking garage, patrol company and soon, a restaurant.

Building A Woman's World

Women in Business program helps launch fitness studio

BY JAYMEE R. CUTI
THE PORTLAND OBSERVER

Women like Leslee Lewis, a business owner in northwest Portland, have been held back for too long by the myth that it's a man's world.

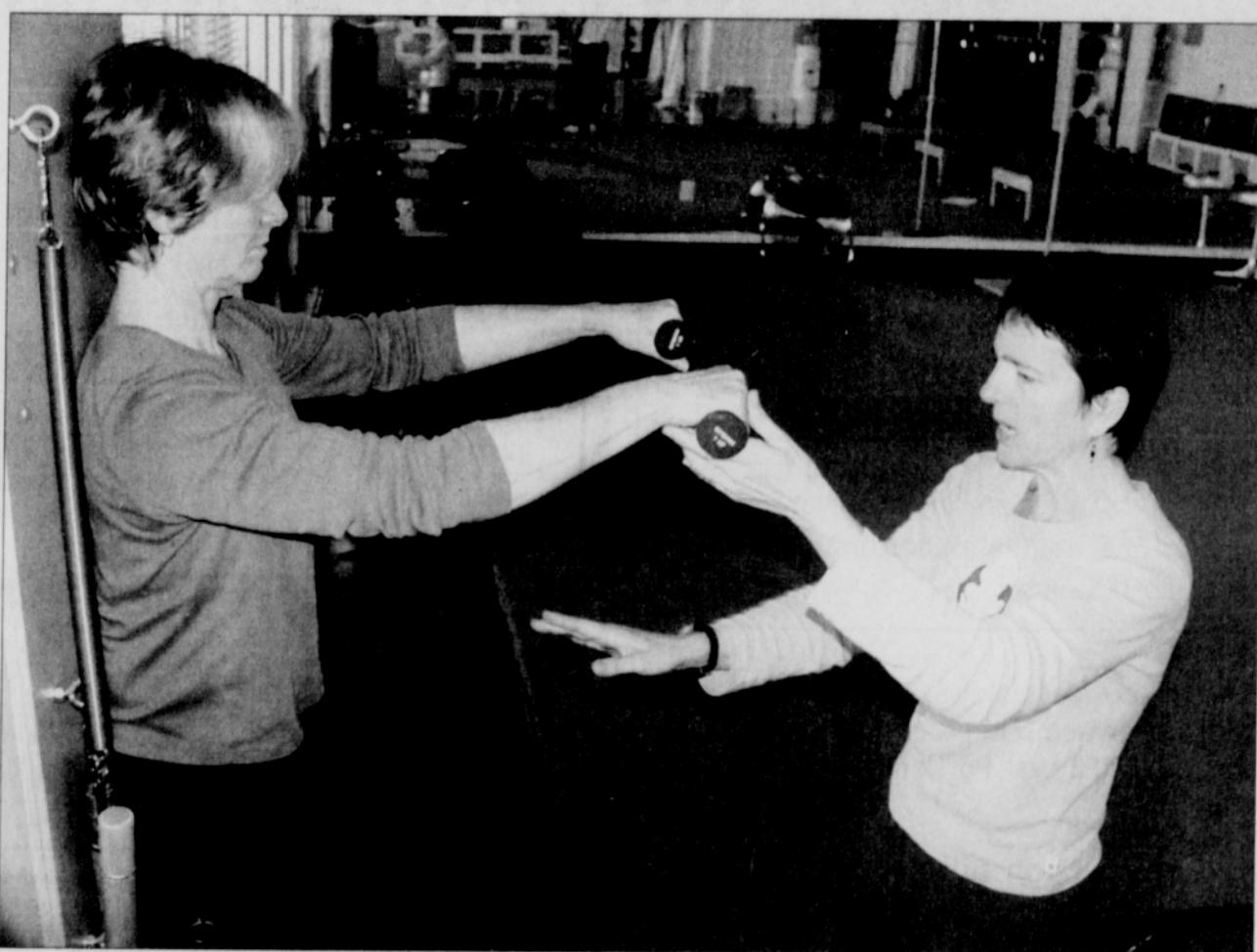
Lewis and others graduated from a program through Mt. Hood Community College geared to prepare women for the pressures and responsibilities of being entrepreneurs.

"Fresh Start for Women Starting New Businesses" is offered through the college's BizCenter and holds twice-monthly workshops and 12 hours of individual counseling from business consultant Dollie Mercedes.

Lewis says from the program, she learned the basics of managing and starting a business.

But she also had lessons in topics ordinarily overlooked in business school—issues unique to women.

"What I especially liked about that class is that it was an all-woman class and we were able to address some diffi-



What I especially liked about that class is that it was an all-woman class and we were able to address some difficulties that women have when going into business.

— Leslee Lewis

Dr. Suzan Ansan, a sports psychologist (left) is toning muscles by practicing Pilates with trainer Leslee Lewis.

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Minorities Essential in TriMet Success

\$35 million spent with communities of color
See page B5



Women Under the Hood

Local ladies pursue nontraditional careers
See page B6



The Taste of the Town

Campbell's Bar-B-Q
See page B11

PCC: Here to Help New and Small Business

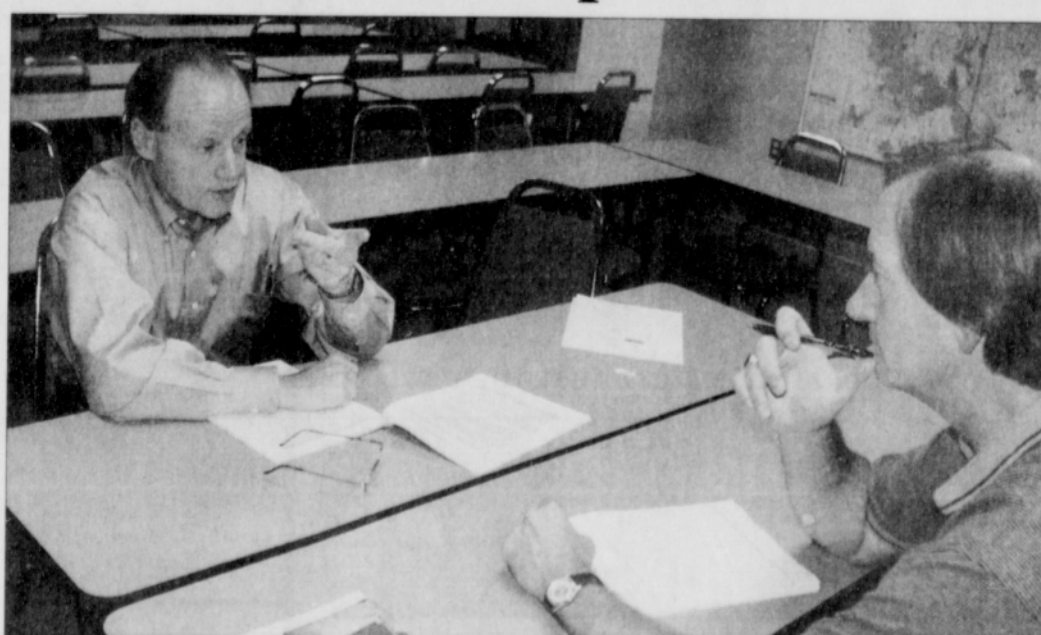


PHOTO BY MARK WASHINGTON/THE PORTLAND OBSERVER

Tom Lowles, director of the Small Business Development Center, a program of Portland Community College, discusses challenges to small businesses with Geoff Boice, accounting instructor at PCC.

Resources available for free at local centers

Small business owners and emerging entrepreneurs can find resources and professional advising within a central and familiar spot: Portland Community College.

PCC's small business development center is one of 19 such centers in the state of Oregon. It is a part of the Oregon Small Business Development Center Network and is funded by the U.S. Small Business Administration, the Oregon Economic and Community Development Department and is hosted by Portland Community College.

The center helps small busi-

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