

Women Under the Hood

Nontraditional careers pursued

As one of the largest industries in the world and the second largest employer in the state, supplying more than 13,400 jobs in the metro Portland area, the automotive industry is an area where women are becoming increasingly involved in day-to-day operations.

Factors in this increasing involvement include women's roles in car

buying, as well as in manufacturing. Consumer clout is propelling women into executive positions as women

Factors in this increasing involvement include women's roles in car buying, as well as in manufacturing.

are becoming the decision-makers when buying a new vehicle and auto makers are gearing their traditionally male-dominated industry, is exemplified by Kim Alfonso, the first woman presi-

dent of the Metro Portland New Car Dealers Association and vice president and co-owner of Vic Alfonso Cadillac.

Coming from a Portland auto retailer family, Alfonso has worked her way up, participating in the many changes in the industry. She began as an office clerk at age 12 working during her summer vacations and over the next 20 years progressed



Kim Kittinger, automotive instructor at Portland Community College

continued ▼ on page B8

ENROLL IN CLASSES NOW. SPACE IS LIMITED.

Get the kind of education that not only tests your intelligence. It tests your character. In the Navy, you'll do more in a few short years than most do in a lifetime. Like earn a college degree. If you're a high school grad between 17-34 years old, we'll give you the opportunity to do it and up to \$50,000 through the Montgomery GI Bill and the Navy College Fund to achieve it.

NAVY

© 2004. Paid for by the U.S. Navy. All rights reserved.

Your future. It's your call. Make it now.
Dial your Navy Recruiter at 1-800-914-8498
or e-mail LPT_PORT@CNRC.NAVY.MIL

Supporting Minority-Owned Businesses

continued ▲ from B4

overcoming tremendous obstacles. In the last 20 years, the number of minority-owned businesses in this country has more than doubled. Minorities own 15 percent of all American businesses. That's more than 3 million firms, and more than 3 million factories and stores, consulting shops and construction outfits. Minority-owned busi-

nesses are the fastest growing segment of American business today.

rewarding experiences that minority small business owners face. "They said, Go ahead and try it, but I don't think they expected me to have any success with it. I started landing jobs," says Say, winner of the U.S. Small Business Administration's regional Minority Small Business Person of the Year award.

As she became the president of a company doing business in the petroleum industry, Say encour-

aged her father to take advantage of the opportunities his new country offered. He understood that this truly was a land where your dreams could come true - if you worked for them.

He was right. My father went from picking potatoes to become a business owner and leader in the business community. But he didn't stop there. He wanted to help other immigrants live out the American dream. So he started the Kansas City Hispanic Chamber of Commerce and was one of the co-founders of the U.S. Hispanic Chamber of Commerce.

My father believed in hard work, personal responsibility and calculated risk. And he believed in America. Minority-owned businesses produce almost \$600 billion in annual revenue. They employ more than 4.5 million Americans, and pay them \$96 billion a year. Encouraging and helping minority-owned businesses isn't just the right thing to do. It's the smart thing to do for today's economy and for the future.

"They said, Go ahead and try it, but I don't think they expected me to have any success with it. I started landing jobs."

— Karen Say, Minority Business Award winner

tered the misperceptions that come with being a trailblazer. "Most of the people in this business are middle-aged white males, and when I'm in the room as a counterpart, everyone assumes I'm the secretary. I've had people tell me what kind of coffee they want. There's a whole process where I had to prove myself

It is largely because of their spirit of entrepreneurship, the combination of hard work and calculated risks people take to keep their businesses successful. It is because of people like Karen Say. Karen Say knows very well the challenges and

Why is that? It is largely because of their spirit of entrepreneurship, the combination of hard work and calculated risks people take to keep their businesses successful. It is because of people like Karen Say. Karen Say knows very well the challenges and

Need CASH Today?
We give payday advances
checks cashed
Post-dated checks cashed and held until payday
Checks cashed (any kind -- no ID required)

fast service • no lines • low rates

CASH CONNECTION

503.287.MONY

5600 MLK Jr. Blvd • Portland

loans • fax service • 2-day tax refunds • electronic tax filing
free money orders

open mon-thur, 9am-7pm
fri, 9am-9pm sat, 9am-7pm
sun, 10am-4pm

WESTERN UNION
"The fastest way to send money"

FREE DVD Player
with first approved loan \$200.00 or more.
Call for details (503) 287-MONY (MLK, Jr. location only)

BECAUSE WE BELIEVE THAT MINORITY BUSINESS IS GOOD BUSINESS

Roy Jay

Oregon Convention & Visitor Services Network

Portland Oregon Visitors Association

Oregon Convention Center

Smart Park / Downtown Parking, LLC

Alliance of Minority Chambers of Commerce

Roy Jay Enterprises Inc.

(503) 244-5794, Ext. 45

PortlandOregon@USA.NET