

Spotlight on Emerging Entrepreneurs



PHOTO BY MARK WASHINGTON/THE PORTLAND OBSERVER

Exodus Spa owner Esmeralda Caldera does Angelia Warren's nails at her business near the intersection on North Interstate Avenue and Skidmore Street.

Thanks to a combination of financial programs from the Portland Development Commission and technical assistance from the Metropolitan Hispanic Chamber of Commerce, several Hispanic-owned businesses will expand in the Portland area in the coming months.

Companies receiving assistance include C & M Motors, a northeast Portland firm specializing in BMW and Mercedes repairs; Orozco Auto Wrecking, a Hispanic-owned business in the Lents Urban Renewal

Area that specializes in automobile recycling; Pacific Civil Design/LanPacific, a full service

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— Exodus Spa owner Esmeralda Caldera

vice civil design firm and Exodus Spa, a Hispanic- and female-owned business on North Interstate Avenue.

Exodus Spa is a full service

salon, including hair, skin and nail care, with a massage therapist on duty.

Owner Esmeralda Caldera says her clients appreciate a comfortable environment created by an experienced staff that reflects the community.

"We have a very diverse staff here. Everyone is a different ethnicity. We represent the community that we serve, plus I speak Spanish," Caldera said.

The Metropolitan Hispanic Chamber assisted both C & M Motors and Orozco Auto Wrecking in completing business plans, a necessary element in the application process for proper financing.

In addition, the chamber played an integral role in locat-

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Learn the Secrets Business development workshop Oct. 14

Local residents interested in learning the secrets of selling your products and services to big businesses are invited to a Business Development Day seminar Thursday, Oct. 14 from 8:30 a.m. to 5 p.m. at the Oregon Convention Center.

The event is co-sponsored by The Portland Business Alliance and the Oregon Association of Minority Entrepreneurs.

Organizers say the seminar will show participants that you don't have to be a big business to sell to big business. Small suppliers of goods and services will learn the many lucrative sales opportunities available to them from big business.

Local executives of big firms will present detailed instruction on how to court their business.

Workshops will help participants learn how to respond to requests for proposals or quotations. Other topics include how to finance that first big order, how to create strategic alliances and how to be a lean enterprise.

The presenting businesses include Hoffman Construction, Walsh Construction, Portland Trail Blazers, Norris and Stevens, Oregon Health Sciences University, Portland State University, Portland Community College, Providence Health Systems and others.

Admission is \$50 for Alliance and OAME members who register online in advance and \$100 at the door.



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