

Spotlight on Emerging Local Entrepreneurs

continued ▲ from B7

ing the property and negotiating transaction details for C & M Motors' purchase and renovation of a location on Northeast Martin Luther King Boulevard for use as a vehicle repair shop.

"We very much value our partnership with the Hispanic Chamber in assisting these companies," said PDC Executive Director Don Mazziotti. "It is a partnership we would like to replicate with other minority Chambers in the city."

"Without the Portland Development Commission's assistance, we would not be able to be in business and grow as quickly as we have," said Erik Esparza, owner of LanPacific. "The staff and programs have made our small business dream a reality."

Finance tools used to assist the companies included Economic Development Finance and Real Estate loans; the Quality Jobs Program; Economic Opportunity Fund and deferment loan programs. Cascadia Revolving Fund also provided a limited amount of funds for Exodus Spa transaction.

Business Finance loans are

deployed to assist both start-up and existing businesses. Depending on the types of loan products, funds support expansion, acquisition and rehabilitation of commercial buildings, tenant improvements, working capital and equipment purchases.

The Quality Jobs Program and Economic Opportunity Fund are programs designed to stimulate investment and job growth in urban renewal areas.

Loan programs are designed to assist new and existing small businesses, citywide. The primary objective is to provide financing to bridge the gap between project cost and private financing. Additional objectives of the program are to assist in the creation of wealth within the economically distressed communities, increase credit-worthiness of marginal clients so they can attain private sector financing and increase minority and women ownership of businesses.

PDC's deferred loan program is designed to assist small businesses to encourage job growth in business start-ups and expansions, to revitalize neighborhoods and to build community wealth



PHOTO BY MARK WASHINGTON/THE PORTLAND OBSERVER

Exodus Spa Owner Esmeralda Caldera (center) chats about services her business provides with clients Lene Johnson (left) and Angelia Warren. The spa expanded with financial help from the Portland Development Commission and technical assistance from the Metropolitan Hispanic Chamber of Commerce.

within urban renewal areas. More information is available online at www.pdc.us/business or by calling 503-823-3321.

Minority Relations Evaluated

Automakers' challenged on business opportunities

(AP) — The Rev. Jesse Jackson's civil rights organization will spend the next few months scrutinizing U.S. auto manufacturers' relations with minorities, who Jackson and others say are being left out of lucrative business opportunities.

Jackson said his Rainbow/PUSH Automotive Project will conduct an extensive review of policies and practices at 18 companies that make cars and trucks in the United States, including Detroit's Big Three and the top Japanese manufacturers.

The group will examine things such as the number of minority employees and dealers and how much the companies spend with minority-owned parts suppliers and advertisers. The results are expected to be released in January.

"One of our challenges is to get the imports to play by the same rules as the homegrown companies," Jackson said. "They want to market toward the black American, but their boards are in their native lands. ... We've bought shares of stock in these corporations with the express purpose of having access to shareholder meetings and to take our case to that level."

Companies such as Toyota Motor Corp. and Honda Motor Co., Japan's two largest automakers, build a variety of new vehicles in the United States and count on the U.S. market for a large part of their profits.

Officials at Toyota and Honda said their companies are committed to diversity and inclusion and to meeting targets set in those areas.

But Jackson and others say the foreign "transplants" lag General Motors Corp., Ford Motor Co. and DaimlerChrysler AG's Chrysler Group in providing jobs, contracts and dealership options to minorities.

Toyota spokesman Xavier Dominic said the number of ethnic minority employees at Toyota's U.S. operation has risen 26 percent since 2000.



Rev. Jesse Jackson Sr.

Roughly one-fifth of the U.S. management team is an ethnic minority, he said.

Of the 1,400 Toyota and Lexus dealers in the United States, 5.7 percent are owned by an ethnic minority. Dominic said, noting that the automaker was on track to meet a goal of establishing a minimum of 50 new minority-owned dealerships by 2011.

At Honda, the percentage of minority-owned dealers is slightly lower — 4 percent — but spokesman Jeffrey Smith said the number of minority-owned dealerships has grown

from 30 in 1998 to 51.

Spokeswomen at GM and Ford, the nation's two largest automakers, said their percentages of minority-owned dealerships are roughly 6 percent and 6.7 percent, respectively.

William F. Pickard, chairman and chief executive of Detroit-based Global Automotive Alliance LLC, a minority supplier that had about \$300 million in sales last year, said 90 percent of his business comes from the Big Three.

"I'm not bashing the transplants," he said. "I would love to do more business with Honda and Toyota — and will do it one day — but we are where we are. ... That's a plea to tell your barber, your doctor, your minister and your friends and colleagues that they should buy cars and trucks from those companies that afford us business opportunity." Jackson and the National Association of Minority Automobile Dealers have said they'd like to see at least 15

continued ▼ on page B12

WHAT DO YOU NEED TO MAKE YOUR BUSINESS SUCCESSFUL?

We would not ask if we did not have the solution.



City of Portland and Multnomah County offer programs and opportunities to assist M/W/ESB firms meet their business goals in various programs:

- MWESB Program
- Technical Assistance Program
- Sheltered Market Program
- Workforce Hiring and Training Program

Learn more about the various programs by contacting:



City of Portland
Bureau of Purchases ■ Teresa Bliven or Loretta Young, 503-823-6855
www.portlandonline/omf/purchasing



Multnomah County
MWESB Program ■ Lisa Williams, MWESB Outreach Specialist,
503-988-5111 x22596
www.multcopurch.org



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Attend the awards luncheon showcasing outstanding minority-owned businesses in Oregon and Southwest Washington. This year's keynote speaker is Bob Garcia, Economic Development Director of the Confederated Tribes of Coos, Lower Umpqua and Siuslaw Indians.

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