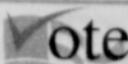


BUSINESS

Return your Nov. 2 ballot by mail or drop off at designated voter drop sites. Call 1-866-673-8683 to find a location near you.

Participate in Democracy: 

DIVERSE PERSPECTIVES IN BUSINESS

Heart of success is connecting with people

BY CAROLYN CAMPBELL

For much of my life, I've worked in the neighborhood where I've lived - first as a theater producer in Washington, D.C., later as a Peace Corps volunteer in Swaziland. Now I'm a business coach and consultant in northeast Portland.

The diversity of a neighborhood intrigues and enriches me.

Last summer, when I found the location for my business, I was thrilled. After working out of my home for five years, I had a great opportunity to experience our neighborhood in unexpected ways

economic year. Several were artists. A few were restaurants. Many were women. Most thought Alberta's neighborhood image would bring automatic business.

What's interesting for me as a consultant is how often people focus on rent, time and economics and avoid the dreaded "customer" question.

How are you growing your community of customers?

It is speculated that we are bombarded with 250,000 marketing messages a day. But statistics also show that customers choose a small business because they know you, like you and trust you. So it's key to connect with potential customers in a personal, meaningful way.

You need to be comfortable with where and how you connect. The

You need to be comfortable with where and how you connect. The more comfortable you are, the more engaging and inviting your business becomes.

— some good, some not.

I've co-hosted two successful neighborhood events and created some enjoyable partnerships. I've also witnessed the powerful, yet often unspoken, tensions of a rapidly changing neighborhood. My ongoing challenge is to offer programs that reflect the diversity of the neighborhood.

Sadly, I've watched at least a dozen businesses on Alberta Street come and go. In many cases, I knew the owners. What I found were four words that came up again and again: Rent, time, economics and customers.

One business relocated to Hawthorne Street and experienced its first profit after only one month — in large part due to cheaper rent. Others didn't have the financial backup to survive a tough

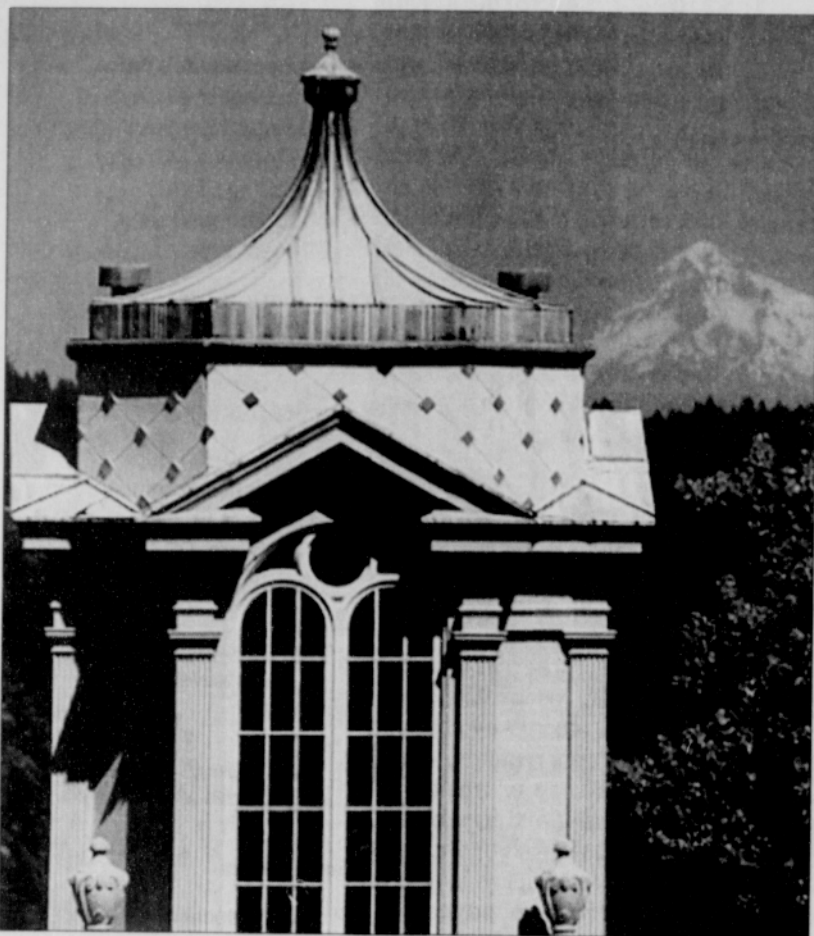
more comfortable you are, the more engaging and inviting your business becomes. It's so simple, yet it's the greatest challenge for many small-business owners.

Begin to determine your own personal style of connecting with people and take note of your everyday life. Keep a journal. When are you most comfortable with people? Who are you excited about seeing? What's the setting?

Believe it or not, making connections with people can be the foundation of a great marketing plan — doing things your style, your way.

Carolyn Campbell is a business coach and consultant at Core Source, NW in the Alberta Arts District. She can be reached at www.thecoresource.com or at 503-493-9497.

Marylhurst Gives Credit for Life Experiences



Marylhurst University gives its students credit for real life experiences.

Corporate training, on-the-job experience, homemaking, community service, specific military training, volunteer activities, parenting and travel studies are examples of what are considered for undergraduate credit of up to one year of college.

A meeting to discuss the Prior Learning Assessment program is free and planned for Tuesday, Nov. 9 from 6:30 to 8 p.m.

"Credit is earned by demonstrating that what you've learned is equivalent to what is taught at the college level," said Denis Lawrence, director of learning assessment. "The Prior Learning Assessment program can help reduce the time it takes to earn your undergraduate degree."

Marylhurst University is located 10 minutes south of Portland on Highway 43.

For more information or to register online, e-mail studentinfo@marylhurst.edu or call 503-699-6306.

Marylhurst University is attracting adult students with its credit for real life experiences program.

Trades Fair Saturday

Careers for women, minorities promoted

A Building and Construction Trades Fair introduces women and minorities to the construction trades on Saturday, Oct. 30 from 9 a.m. to 6 p.m. at Memorial Coliseum in the Rose Quarter.

This event is designed to provide women, minorities and high school students an opportunity to learn about and network with people working in the construction trades. Event participants can experience hands-on activities such as build-

ing walls, hanging sheet rock, laying bricks and mortar, operating equipment and plastering.

The Willamette Carpenters Training Center has invited representatives from building trade organizations to answer participant questions and discuss career opportunities.

Events are also sponsored by Portland Development Commission, Willamette Carpenters Training Center, Northwest Carpenters, Columbia Pacific Building Trades Council, and Williams & Dame Development, Inc.

Mexicana Adds Flights

Fly nonstop to Mexico five times weekly

Mexicana Airlines is increasing the number of nonstop flights between Portland International Airport and Mexico, beginning Dec. 6.

The carrier's added frequency helps meet the needs of business travelers to Mexico, and provides additional capacity for sun-seekers heading south for warm weather vacations when the rains pour in the Pacific Northwest.

"We're thrilled with the success of our flights in Portland," said Jorge Goytortua, Mexicana Airline's West Coast regional vice president. "The added frequency is in response to business and leisure travelers in the region who have found Mexicana's superior service a fast and convenient way to reach Guadalajara, Mexico City and beach cities beyond."

With the added flight, the airline is

scheduled to depart from Portland at 12:30 a.m. Fridays through Tuesdays, timed to make convenient connections in Mexico.

"Guadalajara is home to many of Mexico's technology-based businesses," said Governor Ted Kulongoski. "This additional flight provides yet another opportunity to facilitate business between Oregon and Mexico and increase trade relations."

Mexicana plans to continue using the A319 aircraft for its PDX operations.

For ticketing and further information, call Mexicana Airlines 1-866-281-3047. For general travel tips, visit the Portland International Airline Web site at www.flypdx.com. Information is also available by calling 1-877-PDX-INFO or 1-800-815-4636 (TTY) for people who are deaf or hard of hearing.



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