

BUSINESS & Finance

Diverse Perspectives in Business

Business Loan Process Can Help You Even If You Don't Get the Money

BY CAROLYN CAMPBELL
THE PORTLAND OBSERVER

What's the first thing you think of when you imagine applying for a business loan?

Does your stomach tighten? Do you envision your banker as Scrooge, hunched over your application scowling at your financial records? Or, if you're like one of my clients, you might feel overwhelmed at the thought of creating a dense document that takes you months of precious time and resources.

Moe Mouton, owner of It's About Hair, knows the challenges of being an African-American business owner. He has seen first hand the inequities of getting a business loan. One of the benefits of Portland's reputation as the city of small businesses is that banks are now working to serve minority businesses by providing tools and resources to make the process simpler, shorter and more beneficial. They need you.

In fact, Albina Bank has intentionally set out to assist business owners from north and northeast Portland. That's the good news. While it's still true that a small percentage of businesses get approved on their initial request, Mary Edmeades believes the process of applying for a loan can help business succeed and keep a business from getting in over their head.

So, whether you are looking for money or simply wanting to focus your direction, the following questions can serve you well. The key, be honest. And, take the time to address the areas of un-

certainty and capitalize on your areas of strength.

Why does your business exist? Why here? Why now?

Who's your customer? This is a key question. Get specific and really describe your core customer. Include testimonials from clients who love your work. Ask your clients if they'll speak on your behalf. It's a great way to let them know how important their business is to you.

How's your credit? Your banker is more interested in you than your business, especially if your business is new. They need to trust that you will repay the money.

How secure is your business? Once they know about you, they want you to demonstrate that your business doesn't depend solely on you. They need to know that others are invested as much as you are.

What are your financials? Be clear, concise and honest.

How will you navigate the hard times? What I love about this is that it pushes you to think ahead and put consider scenarios that we often want to avoid.

In the meantime, call your bank, ask them what programs they offer to help small businesses succeed. Or check out financial institutions like Umpqua Bank and Albina Bank in The Pearl. Each of these has a special focus for helping community businesses.

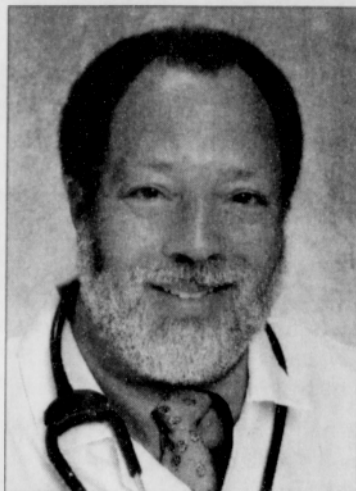
Carolyn Campbell is a business coach and marketing consultant from northeast Portland specializing in helping small business make a difference. For more information visit www.thesource.com.

New Specialists at Providence

Five Portland neurologists and a stroke patient coordinator have been added to the local Providence Health System to meet the extraordinary challenge of those affected with neurological conditions.

Dr. Mark Yerby is the new medical director of the Providence Epilepsy Center at Providence St. Vincent Medical Center. Much of his practice is focused on the effects of epilepsy on pregnancy and treatment options for pregnant women with the disease.

Dr. Michael Mega is the new director of Providence's Alzheimer's Disease and Dementia Program and the Center on Aging at Providence Milwaukie Hospital.



Dr. Mark Yerby



Jenny Richardson

Joining the neurology staff at Providence Portland Medical Center are Dr. Joshua Johnson, Dr. Max Duncan and Dr. David Wilkinson.

Jenny Richardson has been appointed stroke patient coordinator for the Providence Stroke Center. She will be responsible for establishing standardized processes and protocols for how stroke patients are cared for at all three Providence hospitals within the Portland service area.

Minority Ownership Promoted

Marriott International is boosting its efforts related to minority ownership of the company's franchise hotels and lodging properties.



Norman K. Jenkins

The company recently named Norman K. Jenkins to lead an enhanced diversity ownership initiative.

The hotel chain said it is committed Association of Black Accountants.

to doubling the number of properties owned by minorities over the next five years.

Prior to joining Marriott, Jenkins held management positions in finance and operations for McDonald's Corp. He is president and chief executive officer for the National

Local Business Owner Helps TriMet

Lillian Tsai of north Portland has been appointed by the TriMet Board of Directors to its seven-member Citizens Advisory Committee on the Budget.

In 2002, Tsai founded TsaiComms, a marketing and communications company specializing in strategic marketing, ethnic communications, cross-cultural intelligence and community outreach.

Her business was named on the Portland Business Journal's "2003 Top 25 Minority Owned Businesses" after its first year of operation.



Lillian Tsai

Ford Recalls Trucks, SUVs

(AP)—Ford Motor Co. is recalling nearly 800,000 pickups and sport utility vehicles because the cruise control switch could short circuit

and cause a fire under the hood.

The recall affects approximately 792,000 Ford F-150 pickups, Ford Expeditions and Lincoln Navigators from the 2000 model year. Also affected are 2001 F-Series Supercrew trucks that were made at the same time.

Ford will notify owners of the recall and dealers will deactivate the cruise control switch for free. Once the company has an adequate supply of replacement switches, it will send another letter notifying owners that they can get their switches replaced.



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FBI at work in the community

Today's FBI demands that we become more diverse and we are working harder than ever to be inclusive — for all people, regardless of color, race, religion, national origin, political affiliation, marital status, disability, age, sex, or sexual orientation. To this end, we are redoubling our diversity efforts within the FBI and externally with such organizations as Boys and Girls Clubs of America, Race Against Drugs, the League of United Latin American Citizens, and the NAACP. Additionally, we're very proud to hold our bi-annual, 7-week FBI Citizen's Academy. During weekly 3-hour sessions, we bring together leaders from a multitude of ethnic and religious groups to gain an insider's view of the FBI.

Special Agents

We have opportunities for Special Agents from a broad range of educational disciplines and professions, however, the FBI has special needs for candidates with critical skills among the following areas: **Computer Science or IT, Engineering, Foreign Counterintelligence, Information Systems Security, Military Intelligence, Physical Sciences, and Accounting/Financial Management.**



FBI...Special People. Special Agents.

Foreign Language skills are an especially critical need for the FBI, particularly if you hold a Bachelor's degree in any subject area and have a native fluency in any of the following: **Arabic, Chinese - all dialects, Farsi/Persian, Hebrew, Hindi, Japanese, Korean, Pashto, Punjabi, Russian, Spanish, Urdu, and Vietnamese.**

To qualify for the FBI Special Agent position, you must possess a four-year college degree plus three years of professional work experience; be available for assignment anywhere in the FBI's jurisdiction; be between the ages of 23 and 36; and be in excellent physical condition with the ability to pass a rigorous physical fitness test.

To learn more about these and other opportunities, please visit our Web site for complete details. Positions added daily.

www.fbijobs.com

You must be a U.S. citizen and consent to a complete background investigation, drug test, and polygraph as a prerequisite for employment. Only those candidates determined to be best qualified will be contacted to proceed in the selection process. TDD: (202) 324-2967.

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FIRE JOBS

The Bureau of Land Management (BLM) is currently recruiting for wildland fire positions.

Positions include:

- temporary seasonal (mostly during the summer months),
- permanent seasonal (6-9 months), and
- permanent full-time

Recruitment period opens from December 13, 2004 to January 14, 2005.

For more information and to apply on-line, visit the following websites:

BLM Fire Jobs: <http://www.fire.blm.gov/>

DOI FIREJOBS: <http://www.firejobs.doi.gov/>



Photo by Stan Armstrong

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