

## SAIF CORPORATION



CLAIMS  
LEGAL  
ACCOUNTING  
UNDERWRITING  
PREMIUM AUDIT  
RETURN-TO-WORK  
SAFETY & LOSS CONTROL  
NURSE CASE MANAGEMENT  
INSURANCE INVESTIGATIONS  
INFORMATION TECHNOLOGY

WORKERS' COMPENSATION  
INSURANCE

Rated one of Oregon's best companies to work for, SAIF Corporation offers employees an unparalleled package of competitive pay, excellent benefits, training, and a balanced work environment.

We're the leading provider of workers' compensation insurance in Oregon, and we are committed to hiring and retaining employees who represent our state's ethnic, cultural, and geographic diversity. Join a team that delivers great results for the people of Oregon.

[www.saif.com](http://www.saif.com)

On the job for Oregon

AN EQUAL OPPORTUNITY EMPLOYER

## Trading Corporate for Copies

continued ▲ from C3

an underserved area."

Makin said that people often have the "if you build it, they will come mentality," without realizing that marketing and location is key.

"You can have the greatest product in the world but if you're on a side street with no foot traffic no one's going to know about it," Makin said.

Previous to their entrepreneurship, Monica was a lawyer and Wes was an engineer. Admitting their lack of knowledge in starting their own business, they hired a consultant to show them the way.

"It's not like opening a McDonalds where you have to have specific knowledge," Makin said. "We just learned as we went."

On a daily basis, the shop functions as a copy center, ranging in tasks like helping with shipping and document reproduction to renting out mailboxes and supplying boxes of Kleenex for the office.

Beyond the average customer, the couple takes on special con-

*Don't get discouraged with finances. Don't give up. There are programs out there that can help you.*

— Monica Makin, co-owner of The Parcel Place

tracts, such as reprinting and binding construction guidelines for the New Columbia housing project. Working with construction companies is a common thing for them.

Although Monica owns most of the business and does most of the marketing, while Wes is more of the customer service side, the dynamics of how she's treated as a woman can be difficult at times.

"When we deal with women it's not a problem, but every time I've dealt with a man there's this doubt that you can't deliver the product," Makin said.

To overcome this initial skepticism, Makin said, "You've got to get the first project. Once they see you can deliver and it's good quality, it's no problem. But

people are very set in their ways, they have particular people they deal with."

Makin said that she tries even harder to be aggressive in terms of marketing as a female.

"You have to be," she said.

Like most startup businesses, it wasn't easy in the beginning - but the Makin's have made it through.

"Understand that if you start a business, don't expect to make any kind of money for at least a year," Makin said. "Don't set yourself up for failure by undercapitalizing yourself and don't get discouraged with finances. Don't give up. There are programs out there that can help you."

For more information, visit [www.theparcelplace.com](http://www.theparcelplace.com).

## Linda's Maid Service



Linda J. Scott Owner  
Insured - Bonded

## Residential-Offices

*"Cleanliness is next to Godliness"*

Spring Cleaning Special  
call me 503-249-0081

Coupon 10% off  
on first cleaning

*Would you like to own your own home?  
Would you like to refinance your current  
home, to lower your monthly payments?*

- Good Credit
- Bad Credit
- Mortgage Late o.k.
- Refinance
- Purchase
- First-Time Buyer

100% Financing Option Available & No up front fees!

**I DO IT ALL!**

*If I can't do it - NOBODY CAN!*

CALL ME TODAY!

503.722.8878

Charlotte Martin



222 N.E. Park Plaza Dr. Suite 115  
Vancouver, WA 98684



HOMELoAN SOURCE



## Breaking into Demolition

continued ▲ from C5

ness, I had no idea whether I had an adequate credit rating to purchase an alternate site. I went to the bank and found that it was my business skill and reputation that the bank was depending on all those years and that lending me money for a property purchase was not going to be a problem. What a great feeling! This was a much different experience with the bank than it had been some 25 years before. So, off I went to find property for Staton's new home.

From the beginning, I had taken over more and more of the management and control of the business, but did not spend much time in the field. When I applied for the certification as a woman-owned business, it became a stumbling block.

In considering my application to the Oregon Office of Minority, Women and Emerging Small Business, they did not dispute that I was

the majority stock holder and that I operated the business, but I could not prove that I had control in the field.

After hiring attorneys and making many attempts to reason with them, pointing out how unfair the rules were and complaining that men were not held to that standard, I took their advice. They suggested that I learn to operate and get some experience in the field. It was not necessary that I become an expert, but I needed to demonstrate that I could do the work and understand the process.

I steeled myself to the idea of being taught by my expert operators and practiced running large pieces of equipment in the "back 40" of our site. It made for interesting entertainment for my crew, but I was undaunted. I completed three jobs that were documented and placed on my resume. I got the certification. I started the whole process over again with the state of Washington and was finally successful.

Being a woman has not been an obstacle in my career. It may even have been an asset in some respects. When you conjure up a vision of a typical demolition contractor, it doesn't look like me. Being a little unique doesn't hurt.

The world is full of opportunities for young women looking for a career in construction. There are excellent apprenticeship programs and other training opportunities at community colleges and state universities. Workforce diversity requirements on major public work projects are becoming the norm and many private owners are requiring that contractors have a workforce that is more representative of the general population.

All of these combine to offer women more opportunities than at any other time in the history of the industry.

Jeanne Staton is the owner of Staton Companies. She can be reached at [jeanne@statonco.com](mailto:jeanne@statonco.com)