

Small Multicultural Marketer Thinks Big

Manual states keys to success

Motivation, inspiration, insight and plain old common sense are all featured in Dante Lee's book "How To Think Big ...When You're Small," a comprehensive set of 24 keys to success in life and business.

Lee is the CEO and president of Diversity City Media, a very successful multicultural marketing and public relations firm based in Long Beach,



Calif. With annual billings of about \$500,000 - and clients like Verizon, McDonald's, NASCAR, BET, and Heineken - he has proven that a small person can change the world.

In 2002, Lee graduated from Bowie State University with a Bachelors degree in Computer Science, and was the only person in the school's 100-year history to graduate from a 4-year program in three years. While in college, he also interned as a computer program-

mer at NASA and FDIC.

Currently - in addition to heading Diversity City Media, Lee is also a founding partner of Beasley Creations (www.tablegolf.com), an innovative sporting goods company that is known for their invention of table golf.

"We are all small," Lee said, "but by thinking big - we change the world. It has been done before, and it can be done again - this time by you."

For more information, visit www.howtothinkbig.com.

New Voice for Women of Color in Business

Responds to growing segment of owners

According to a study conducted by the National Foundation for Women Business Owners and IBM, women of color are one of the fastest growing segments of business owners. Between 1997 and 2004, the number of African American women-owned firms increased by 33 percent.

"Many more women want to venture into the world of entrepreneurship, but they just don't know how to make it happen," said Ola R. Jackson, founder and publisher of 'Onyx Woman.'

The magazine guides women on their journey through entrepreneurship while connecting them to role models and mentors who operate successful enterprises.

"Black women are each other's greatest resource," Jackson said.

"I created Onyx Woman to address the needs of the rapidly growing number of African-American women business owners, and their increasing interest in the world of finance and investing. We focus on finances as well because we know that if a business owner can't manage her personal finances she



Ola Jackson

will have a challenge managing her business finances.

"I learned over the years that success is a mindset. Everyone isn't ready and willing to let go of bad habits, make sacrifices to change their lives and take risks in order to make it happen. When you change your mind, you change your behavior, when you change your behavior, you change your life. At the end of the day, what we all want is a better quality of life," Jackson said.

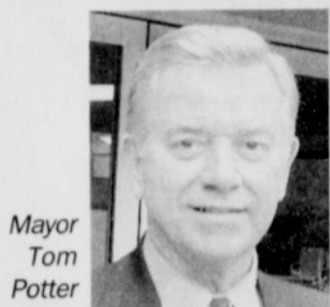
For more information, visit www.onyxwoman.com.

City Supports Minority Businesses

Mayor Tom Potter has initiated new loan programs to assist minorities, women, low-income and emerging small businesses in association with the Portland Development Commission, the Cascadia Revolving Fund and Mercy Corps Northwest.

The loans include technical assistance in the areas of manage-

ment, finance, and marketing to help create confidence in borrowers and improve their ability to repay. Another loan program is supported in part by New Market Tax Credits. Both of these new programs are compliments to the loan and grant programs PDC already offers to businesses, primarily in urban renewal areas.



Mayor Tom Potter

Potter said the availability of these funds would facilitate wealth creation for small business owners and the creation of entry-level jobs by businesses that would otherwise not have access to capital.

For more information, contact Peter Englander at PDC, 503-823-3347.



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MULTNOMAH COUNTY

Woman Leads at U.S. Bank

U.S. Bank in Portland and southwest Washington recently named Malia Wasson as market president for the territory.

Wasson, 46, is a 24-year veteran of banking who has been with U.S. Bank in Portland since 1989. She most recently led commercial banking in Oregon and southwest Washington, where her team of 80 bankers oversaw the total banking relationships of businesses with annual sales of \$5 million to \$250 million.

"Malia has demonstrated tremendous leadership and dedicated



Malia Wasson

to U.S. Bank and its customers throughout her career, and we have great confidence in her ability to inspire and motivate the team as president," said Joseph Otting, vice chairman of commercial banking for U.S. Bancorp and former Portland market president.

In her new role, Wasson will continue to direct commercial banking, while also leading marketwide initiatives and projects that impact all lines of business at U.S. Bank and its parent company, U.S. Bancorp. She will also lead the U.S. Bank local market board in Portland.



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Division Dean, Workforce & Economic Development	Closes 8/19
Community Education Director	Closes 8/12
Employment Specialist - Work Simulation Trainer (part time)	Closes 8/12
Financial Aid Technician I	Closes 8/2
Instructor, Nursing (OB/GYN)	Open until filled
Senior Child Development Specialist (preschool) part time	Open until filled
Vice President for Academic and Student Affairs	Open until filled
Campus President - Rock Creek Campus	Open until filled



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