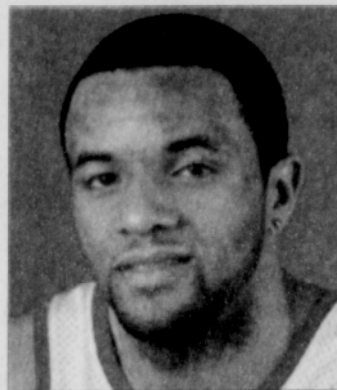


Stoudamire Signs with Memphis

Portland great moves NBA career ahead

See story in Sports, page B6



The Portland Observer

'City of Roses'

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Week in The Review

Discovery Lands in California

Discovery and its crew of seven glided safely back to Earth on Tuesday, ending a riveting, at times agonizing, 14-day test of space shuttle safety. Discovery swooped through the predawn darkness and landed at Edwards Air Force Base in the Mojave Desert concluding the first shuttle re-entry since Columbia's tragic return.



Basie, Ella, Benny Make Hall

Count Basie, Ella Fitzgerald and Benny Goodman head this year's class of 12 inductees to the Nesuhi Ertegun Jazz Hall of Fame, which opened last fall in New York. The hall is named after the Turkish-born Ertegun, who played a key role in developing the catalog of jazz, R&B and rock albums at Atlantic Records, the label founded by his brother Ahmet.

Gasoline Prices Surge

The retail price of gasoline rose almost 8 cents last week to average \$2.37 a gallon nationwide, a new high, the Energy Department reported. The previous record high was \$2.33 per gallon, established the week ending July 8. Adjusting for inflation, retail gasoline prices peaked above \$3 a gallon in 1981.

Anchor Peter Jennings Dies

Peter Jennings, the urbane, Canadian-born broadcaster who delivered the news to Americans each night in five separate decades, died Sunday. He was 67. Jennings, who announced in April that he had lung cancer, died at his New York home.



Rules for Morning-After Pill

Federal health officials will decide this month whether to let women buy emergency contraception without a prescription. But states already are moving to expand access to Plan B, the pill that can prevent pregnancy if taken soon after unprotected sex, amid some competing efforts to restrict it. If the FDA does allow easier access, the pills probably would come with an age limit — anyone younger than 16 would still need a prescription.

Car Bomber Strikes Convoy

(AP) — A suicide car bomber struck a U.S. convoy Tuesday near a crowded square in a wave of violence that killed at least 17 people, including a U.S. soldier in Baghdad as Iraqi politicians resumed talks on drafting a new constitution.

Community Commitment

New Seasons to open Arbor Lodge store

BY KATHERINE BLACKMORE
THE PORTLAND OBSERVER

In 1999, three Portland families, along with about 50 other people, started a community market called New Seasons. A little more than five years later, the local chain is flourishing with five locations successfully in operation and four more stores on the way.

Despite the phenomenal growth, the markets continue to be locally owned and operated, staying connected to the individual communities they serve and winning customer loyalty through old-fashioned service and a modern atmosphere.

"We're a local chain and people in Portland have a strong desire to support local businesses," said Brian Rohter, New Seasons co-founder and chief executive officer. "We offer extraordinary attention to our customers, we have a happy workforce and we offer really great, high quality, locally grown and produced products."

Rohter said while New Seasons is branching out from its locations in northeast, southeast and southwest Portland, with one location in Hillsboro and stores in the works over the next couple of years for Beaverton, Lake Oswego and Happy Valley, there are no plans whatsoever to move beyond the metro area.

"We're only opening stores in our own cities so we know the communities really well," Rohter said. "It's easy to go out there and solve problems. It makes all the difference in the world to do business at home."

The latest incarnation of New Seasons will be its Arbor Lodge location on North



PHOTOS BY KATHERINE BLACKMORE/THE PORTLAND OBSERVER
Peg O'Hara, New Seasons Market at Arbor Lodge store manager (left), stands with Customer Service Manager Jerald Mathies and Assistant Store Manager Marisel Emert in the store's colorful deli-seating area, currently undergoing construction and set to open Aug. 31.

"We focus on trying to make sure that the people that work in our stores look like the people that shop in our stores."

— Brian Rohter, New Seasons Market co-founder and chief executive officer

Portland Boulevard and Interstate Avenue, set to open its doors on Wednesday, Aug. 31 with a grand opening the following Labor Day weekend on Sept. 3 and 4.

"We're completely thrilled with how it's turned out," Rohter said.

The new store is employing approximately 160 people to do everything from checking and customer service to managing areas such as the deli, bakery and produce departments. Most of the staff has been hired so far, with help from a recent job fair held at Peace Lutheran Church in north Portland.

"We had 1,100 people attend the job fair and we have hundreds of applicants we chose that live in the community," Rohter said.

Keeping with its philosophy of blending into the neighborhood, the multicultural staff at New Seasons is no accident.

The firm employs a full time recruiter to make sure each of its store locations reflect the diversity of the neighborhoods they serve.

"We focus on trying to make sure that the people that work in our stores look like the people that shop in our stores," Rohter said.

For these diversity efforts, the Urban League of Portland honored Rohter and New Seasons in 2004 with its Equal Opportunity Award. He was also honored with the St. Andrew Church Martin Luther King Jr. Medal of Honor for Social and Economic Justice in 2004.

"That was one of the prouder moments in my life to receive that award," Rohter said.

The molding of each store to please its customers is a work-in-progress.

"We open the store based on the knowledge that we have and it evolves over the months because we receive comments

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Small City, Big Hip Hop

Why White Kids Love Hip Hop

Author sees racial harmony in song

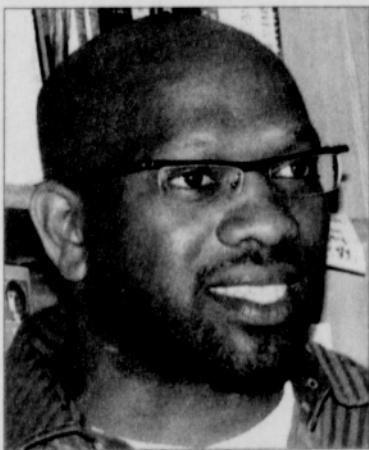


PHOTO BY NICOLE HOOPER/
THE PORTLAND OBSERVER
Bakari Kitwana

an alienation from America. They don't have everything good. This idea of white privilege is for the first time being challenged."

Kitwana's research isn't about pop culture as much as it is about underground political hip hop. For example, Rapper Eminem is one of the few white rappers that have been able to maintain his ghetto pass into the world of rap, but this book is about white kids writing for political change.

"Eminem was just a part of the story," Kitwana said. "People measure Eminem in sales, but the impact is more significant in the Beastie Boys."

Kitwana believes black rappers merging with other white musicians, like 1986's "Walk This Way" collaboration of Run DMC and Aerosmith, was influential in helping rap cross over to the mainstream.

With the population of African-Americans being so small and rap record sales being so high, it is evi-

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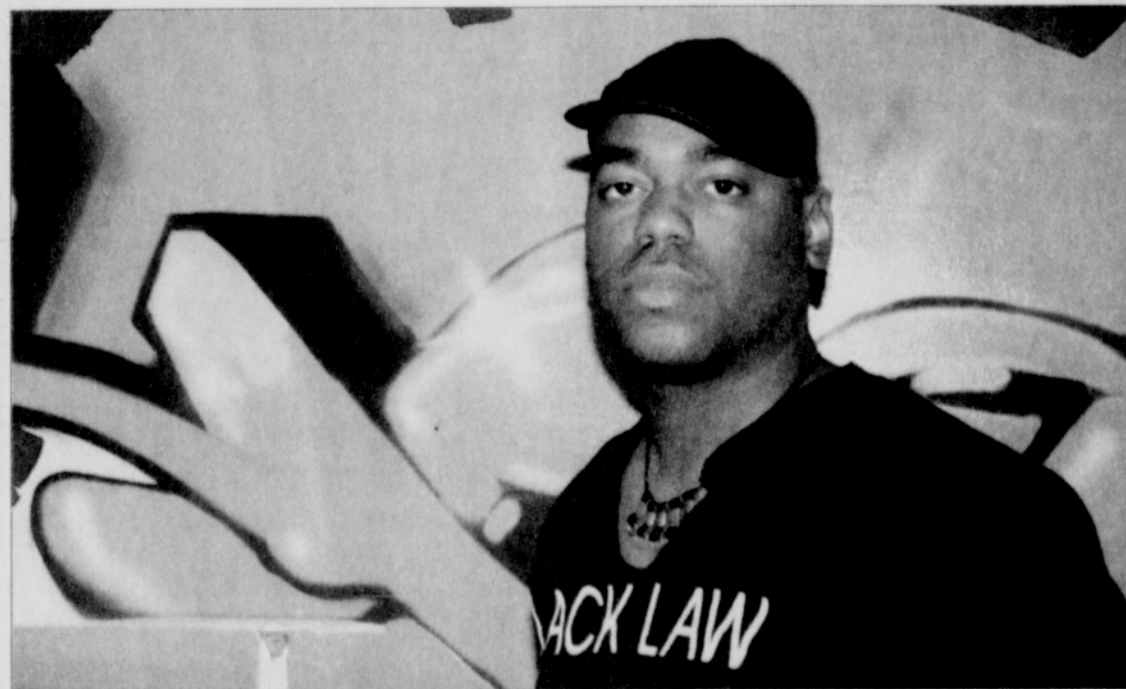


PHOTO BY KATHERINE BLACKMORE/THE PORTLAND OBSERVER

Local filmmaker Opio Sokoni will debut his Portland film "Small City, Big Hip Hop" on Saturday, Aug. 20 at 7 p.m. at the Hollywood Theatre, 4122 N.E. Sandy Blvd.

Filmmaker spotlights Portland music scene

BY KATHERINE BLACKMORE
THE PORTLAND OBSERVER

When outsiders think of the Portland music scene, hip hop doesn't generally come to mind. Hipsters, rock bands and techno DJs tend to dominate the headlines, and a posh, yet bohemian, culture dominates the streets as gentrification slowly creeps its way through neighborhoods.

Through his debut documen-

tary film "Small City, Big Hip Hop," Opio Sokoni hopes to bring light to the burgeoning hip-hop community in Portland, proving that the city is a hub for impressive but undiscovered talent in the genre.

A transplant from Washington D.C. in 2003, Sokoni is a Howard University trained lawyer and general manager for a local radio station. His calling, however, is not only to discuss entertainment news,

but to delve into the social issues behind it. He knows hip hop doesn't just mean buying an album, listening to it and moving on — it's a way of life. It affects the way people dress, how they act, what they're concerned with.

"In the film, you see DJs, dancers, fashion designers, spoken word, and people understanding what the culture is all about," Sokoni said. "It's a very independent movement here because there are no platinum artists, no film industry,

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