September 28, 2005

## 猫 Minority & Small Business Week\_\_\_\_



#### PHOTO BY ERIKA-LEIGH GOODWIN/THE PORTLAND OBSERVER Equinox employee Felicia Sledge serves wine at the restaurant's bar, located in the Mississippi neighborhood.

# **Neighborhood Attracts Proprietors**

#### continued A from B4

ery trimester, Equinox mixes up the menu and brings in a variety of the finest seasonal fruits, vegseason.

rant is executive chef Desmond Luesley.

fered to help us come up with some ideas and fell in love with ous to our customers." the concept," Stulz said.

in the business at the time.

renown Maxine's in Paris and spent three years working as squeezed organic juices in its Hugh Heffner's private travel cocktails and prepares its enchef.

have worked in the service set Magazine and has recently tail menu and wine list were planets realign themselves ev- industry in our lives and none been contacted by Gourmet unveiled at Equinox's twoof us have really liked what Magazine who will be taking year anniversary celebration we saw with regards to ad- a closer look at the restau- last Saturday, during the auministration and ownership," etables and spices reflecting the said Stulz. "And so part of our wontons. mission is not just business, A third partner in the restau- but to be a place where our equatorial flair to special events planning, contact staff feels at home, feels in- events and private parties. vested and a sense of owner-"He's a nice guy and he of- ship-sweat equity. I think the general satisfaction is obvi-

Stulz describes the menu Luesley was on a hiatus from as "a coming together of the culinary world after 15 years worldly flavors that meet on the same plate-eclectic, in-He had worked at the world ternational, and equatorial".

Equinox uses only fresh trees with hormone free lo-Luesley originally commit- cally raised meat. If one orders a seafood dish, it is safe to assume the fish is wild.

a welcoming space, we also featured in November's Sunrants popular wild mushroom tumnal equinox, of course.

Equinox also brings its 503-460-3333. For special

The new fall menu, cock-

For reservations, phone Stulz at 503-680-1165.

# **Minority Business Growth Stands Out**

### New ownerships exceed average

are increasing their business lion. About 28 percent of ownership at a much higher Asian-owned firms were in rate than the national average, health care and other services, according the U.S. Census Bu- with another 14 percent each reau.

While the number of busi- retail trade. nesses overall increased by 10 percent between 1997 and totaled 6.5 million firms in 2002, 2002, the growth for minority- up 20 percent from 1997 and and women-owned businesses with receipts totaling \$950 bilwas far higher., ranging from lion. Over half of women-45 percent for black-owned owned firms were in servicebusiness to 20 percent for related industries, including firms owned by women.

There were 1.2 million busi- services. nesses owned by African Americans in 2002, generat- creased by 27 percent, coming receipts of more than \$92 billion. Thirty-eight percent of 2004, and loans to women have black-owned firms operated in the health care and other service industries.

totaled 1.6 million firms in 2002, up 46 percent. up 31 percent from 1997 and with receipts of \$226 billion. tion loans to start-up compa-About 40 percent of Hispanic- nies have increased by 76 perowned firms were in adminis- cent over last year. trative and support services and waste management; health trepreneurs are leading the care; and other service industries. Another 13 percent were are making important contriin construction.

Asian-owned businesses in Administrator Hector V. 2002, up 24 percent from 1997 Barreto.

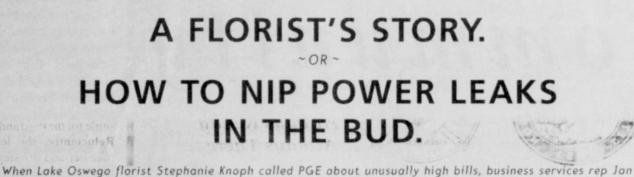
Minority groups and women and with receipts of \$343 bilin professional services and

> Women-owned businesses health care and professional

Loans to minorities have inpared to the same period in shown an increase of almost 50 percent, followed closely by loans to African-American Hispanic-owned businesses business owners, which are

Small Business Administra-

"Minority and women enway in business growth and butions to our nation's eco-There were 1.1 million nomic strength," said SBA



ted to be Equinox's chef for six months, but worked so well with George and Stulz he be-

after. Equinox goes above and bebenefits for its employees, a restaurant's low turnover rate.

"Part of it is to offer af- \$17-22 range. fordable high-quality food and

Despite spending more to came a partner shortly there- provide its customers with the freshest and finest ingredients, Equinox manages to ofyond by providing full health fer reasonable prices for its exotic cuisine with entrees rare find in the food service that range from \$8-17 on the industry, which explains the regular menu and nightly specials mange to stay within the

The NoPo hot spot will be

Senate Bill 173 will expand

Oregon's Emerging Small

## **State Opens Business Advocacy Office**



restore state support for the Business Program (the state's advocacy commissions so they Oregonians in state government.

and how often they are awarded to Minority, Women and Emerging Small Businesses. This information will improve tion as a minority, woman or contracting.

race and gender neutral certican continue to carry out their fication program). With this missions and provide a unified expansion, ODOT will now be voice for minority and women able to increase the number of projects that they can set aside for participation by certified Senate Bill 316 requires all emerging small businesses. state agencies to report their The expansion also nearly contract awards to the doubles the number of years Governor's Advocate for Mi- that a business can now parnority and Women Businesses, ticipate in the program as a which will enable the state for certified business from 7 to 12 the first time to track where years and increases the gross state contacts are being awarded receipt limit of businesses that can participate in the program. For more information on eligibility criteria for certifica-

the state's targeting efforts to emerging small business, visit: assist minority, women and egov.oregon.gov/DCBS/ emerging small businesses in OMWESB/ or call 503 947-7976.

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Bliss popped up at "Beautiful Blossoms" faster than a tulip in April. After a quick walk-through, Jan suggested replacing halogen bulbs with energy efficient models, cutting the breaker to a storage area, and adjusting her thermostat so the heater and cooler don't conflict. Suddenly, Stephanie's profits bloomed along with a long and fruitful relationship with Jan. If your small business would like to cultivate something similar, call us at 1-800-542-8818.

> Jan Bliss PGE Business Services Representative