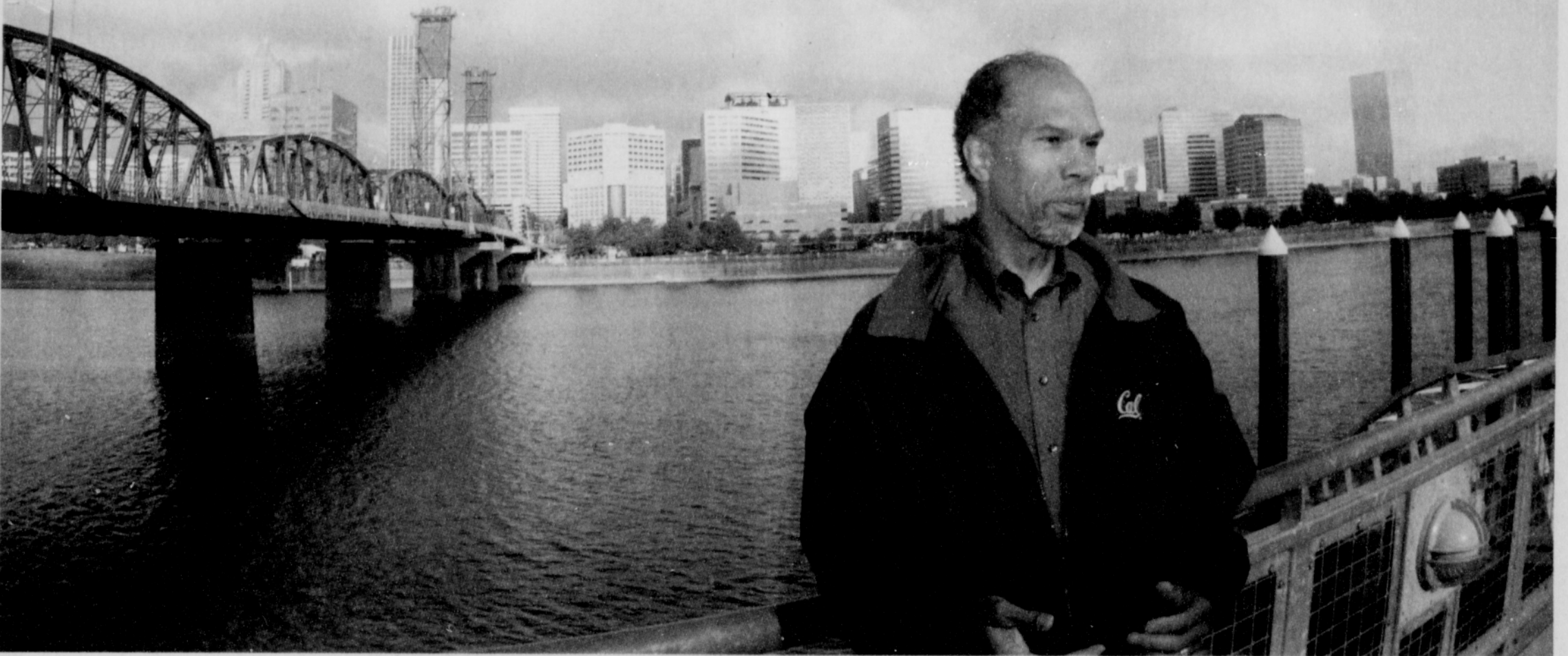


Minority & Small Business Week

2006 special edition

SECTION B



Greg Wolley is a business advocate for minorities and others in Portland's Bureau of Purchases.

PHOTO BY SEAN O'CONNOR/THE PORTLAND OBSERVER

Linking Small Biz with Big City

Greg Wolley helps minority businesses gain contracts

BY SARAH BLOUNT
THE PORTLAND OBSERVER

Nobody ever said running a small business was glamorous, but advocates like Greg Wolley, who help navigate the ins and outs, bring women and minority professionals one step closer to success.

Wolley is a jack-of-all-trades environmentalist, professional consultant, and educator, helping minority and women consultants and emerging

firms secure contracts with the City of Portland. Formally, his title at the city is coordinator of the Professional Services Marketing and Outreach program.

Often, small businesses and "solopreneurs" require assistance in navigating the sea of paperwork, certification, qualification and registration required to work with city bureaus. Keeping a low profile, Wolley is one of many individuals acting as a

liaison for small and big biz.

"A lot of project managers aren't aware there are small, minority-owned businesses out there," he said. Conversely, he said government agencies can be overwhelming for professionals who don't know where to turn or who to call.

Wolley joined the Bureau of Purchases, Portland's newly created pro-

fessional services outreach program, nearly two years ago. His purpose at the city is to assist small businesses, specifically professional consultants with established firms, who seek contracts with the City.

Wolley links his clients to project managers, many of whom aren't aware of the number of emerging and minority-owned business owners.

"Sometimes city government runs on its own entropy, hiring familiar companies," Wolley said. "My mission is to help break that cycle and open new opportunities."

His headquarters are rooted in the city building downtown, but the breadth of Wolley's work is done through a number of outreach programs to identify prospective contractors.

His adjunct office is a table at the Seattle's Best coffee shop across the street. There, Wolley meets with new clients who are past the idea stage but need more information about working with the city.

Shirlene Warnock, owner of the professional consultant firm Innovative Growth Solutions, met with Wolley at the coffee shop a little more than a year ago. Arriving with some of her

"A lot of project managers aren't aware there are small, minority-owned businesses out there"

- Greg Wolley, Portland Bureau of Purchases

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'Spice'—Northeast's New Excitement

Owner takes reigns from Billy Reed's

BY LEE PERLMAN
THE PORTLAND OBSERVER

Billy Reed's Restaurant and Bar is gone forever. In its familiar place at 2808 N.E. Martin Luther King Jr. Blvd. is "Spice."

Owner Al Martinez says that the name change is a deliberate attempt to bring a fresh start to the restaurant and bar that stood for what's going right with economic prosperity on the northeast Portland thoroughfare.

The new name, Martinez says, is in-

Al Martinez brings 'a sense of excitement' to his new restaurant 'Spice' in the Standard Dairy building on Northeast Martin Luther King Jr. Boulevard.

PHOTO BY MARK WASHINGTON/
THE PORTLAND OBSERVER

tended to convey "a sense of excitement."

Since taking over the establishment a few months ago from former owner Bill Reed, Martinez has introduced a new, more upscale menu, featuring such items as ribs, pork loin, salmon

Florentine, penne pasta, buttermilk chicken and steaks; while retaining the popular menu fare of burgers, BLTs and Reuben's.

The south end of the establishment is still a bar and lounge, with TVs tuned to sports events, and live music on week-ends. Martinez welcomes customers to his "spice hour" from 3:30 to 6:30 p.m., and a bar menu featuring wings, nachos, Cajun pasta, or ravioli.

Patrons have the choice of enjoying a reasonably priced drink with the game

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'Reflections' Anchors Marketplace

Going with the flow in a changing neighborhood
See page B9



Curiosity Leads to Work as Architect

Bill Hart leads his own company
See page B5



Entrepreneur Finds Demand for East Coast Fashions

Itchy Palms boutique shakes up local scene
See page B11