

# Bargain Wireless on Cutting Edge

Owner understands demand for technology

BY SARAH BLOUNT  
THE PORTLAND OBSERVER

These days it's not a question of who has a cell phone, but a question of how many bells and whistles your cell has.

Fayad Zinab, owner of Bargain Wireless at 3511 N.E. Martin Luther King Jr. Boulevard, understands the great demand for this technology.

He and his partner, Riad Taha, opened their doors three months ago to offer cell phones and accessories, satellite television and radio and cable services. Providers include Sprint, Nextel, T-Mobile, Qwest, Dish Network and Comcast.

The shop also offers pre-paid cell phones and plans without contracts or credit checks, plus landline telephone services through Budget Phone.

Zinab is a native of Palestine who moved here from Florida 10 years ago. He lives in



PHOTO BY MARK WASHINGTON/THE PORTLAND OBSERVER

Fayad Zinab owns and runs Bargain Wireless, a new business at the corner of Northeast Martin Luther King Boulevard and Fremont Street, across the street from a mixed residential and retail building still under construction.

Beaverton with his wife and most recently owned and managed the Quick Trip gas station on Northeast MLK and Simpson

Street. He sold Quick Trip to break into the cell phone business. Zinab hopes to open multiple locations of Bargain Wire-

less once business hits a stride.

Everyone wants a cell phone, he explained, and savvy, multitasking cell phone users

create demand for high-tech products Bargain Wireless carries. This includes the T-Mobile Sidekick - cell phone/

PDA/personal computer rolled into one only weighs a few ounces, with a swivel screen revealing a user-friendly keyboard that upstages traditional cell phone keypads.

Cell phone users are also getting younger. What began as an icon of the busy and important, cell phones infiltrated the mainstream and are now a basic necessity for teenagers. Service providers have followed up on this trend by marketing family plans to the youngest consumers.

"All the young kids in Japan have cell phones, seven years old and up," Zinab said. "Now I see it in the United States."

Bargain Wireless also carries Sirius Satellite radios and subscription service for home or car. The draw for commercial-free, satellite radio is that the news, business, sports and entertainment channels are available nationwide - no more fuzzy reception once you drive out of the city.

Shoppers can also pay utility, phone and credit card bills at the shop, for a \$1.95 fee. Bargain Wireless is open 10 a.m. to 7 p.m. Monday through Friday, and 10 a.m. to 3 p.m. Saturday.

## Business Leaders Assist Young Women Fulfill Their Dreams

Realizing financial, career goals

Imagine being anything you want to be for a day...maybe it's a teacher, a lawyer or an

actress. Then, imagine shopping for a house, a car and clothes. What could be better?

On Monday, Oct. 9, "Discover the Real World" will make its debut in Portland, thanks to the dedication and commitment of the women who make up Oregon Financial Services/MassMutual's Women's Advisory Board.

On this day, young women will also learn how career choices can dramatically alter their lives. During the simulation, which will be held at OMSI, participants will learn to balance a budget and make important decisions that will help with money management in the fu-

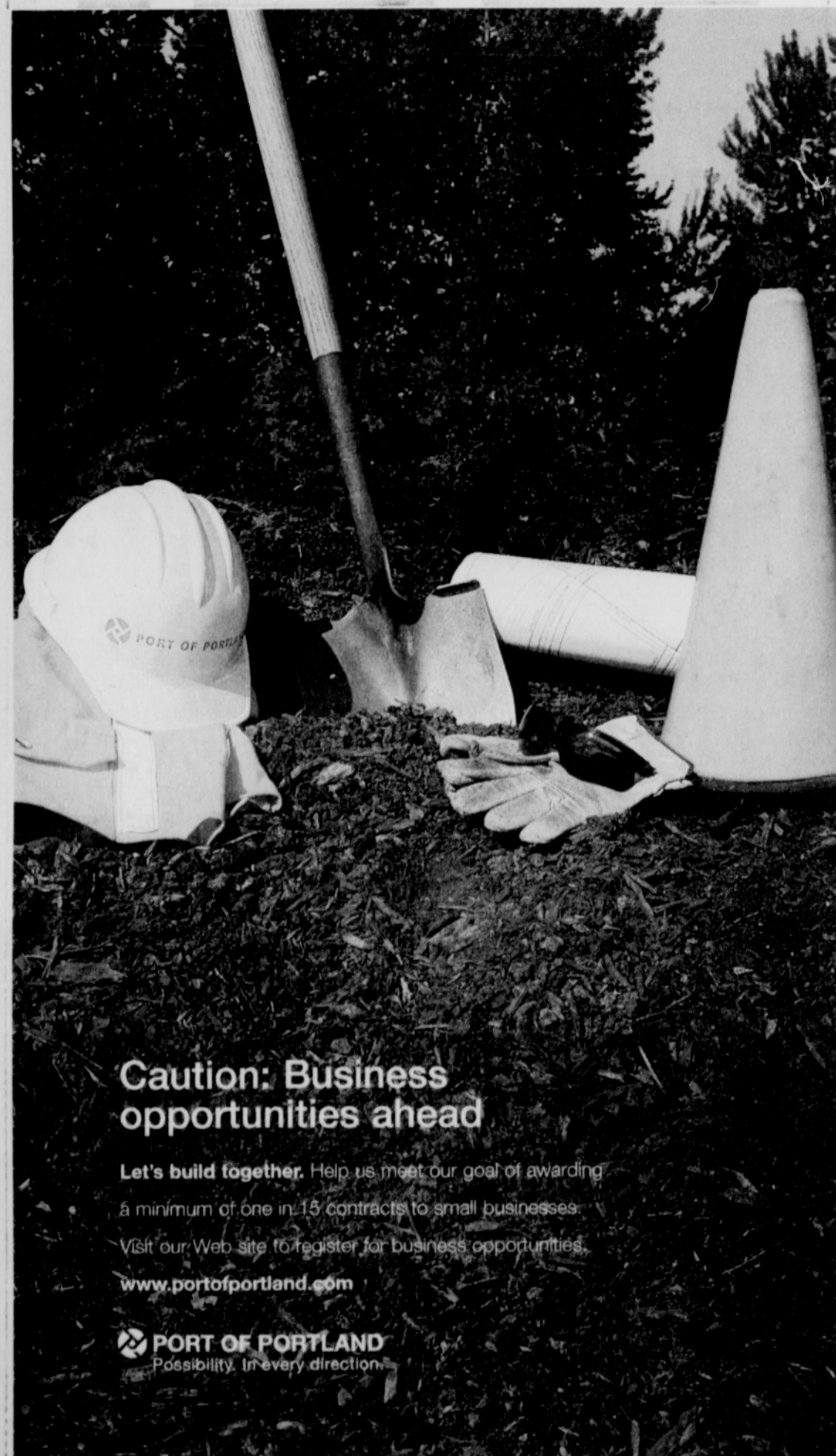
ture.. "So many of us enter into adulthood without a clue in terms of managing money or building a stable financial future for ourselves; and women are especially vulnerable in this area. If we can inspire just one young woman to continue her education in search of a better career

for herself; resulting in a more financially secure life (not dependant on anyone else) well, what a gift for us all - we all win!" says Joanne Van Ness Menashe, chair of the advisory board.

Their goal is to follow the initial group of young women over a three year period in hopes

of making a long-lasting impact.

OMSI has provided general admission passes to the museum for the participants' use in the afternoon. To learn more, call or email Joanne Van Ness Menashe, Chair, Women's Advisory Board, 503-329-5821 or jvnmenashe1973@comcast.net.



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