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The Hortland Observer CAREERS EDUCATION

Entrepreneurial Life Suits Cuban Immigrant NOTICES LEGAL

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of the two. As such, Norell says, it is the only minority-owned firm of its kind in Portland.

The company provides business cards with color printing, graphics and higher-quality stock for the same price that many designers would charge for a more ordinary card, he says. The firm also offers "one-stop shopping" with Norell subcontracting with printers to produce a finished product.

The idea for starting his own business began when Norell was working for the Hispanic Yellow Pages.

"Everywhere I went, I saw a need that wasn't being met," he said. So he started his own graphic design business, working on his personal computer. When he couldn't get businesses to hire him, he designed business cards for them without their permission to show what he could do.

"They saw I could do good work business himself. and that I was affordable," he says. "They saw they wouldn't have to stretch their budget to hire me." Word of mouth did the rest. He has acquired some 450 clients in this way.

Norell grew up in Cuba and learned his trade at the Havana Graphic Design Institute. He helped design material for the marketing of LaBatt Canadian beer when it was distributed in Cuba.

However he felt constrained by the lack of free enterprise and freedom in general, saying, "If you speak there, it has to be in favor of the government, or you'll get in trouble." Thus he applied for a visa to the U.S. under a lottery system then in effect that allowed a limited number of emigrations for people deemed "suitable" by their lack of a police record and evidence that they could support themselves.

He received his visa in 1998. Soon

he was working for Emerald Studios until he was laid off. He tried selling cars, but found the business involved telling "too many lies." Eventually he de-

He found he had a lot to learn. "In a communist country, you don't have the processes you have here," he says. "I didn't know where to go or what I needed to do."

The Hispanic Chamber of Commerce was a great help. "They told me about a lot of things that I didn't know existed," he says. This included financial and technical assistance from the Portland Development Commission, and the opportunities afforded by

addition, he says, "I'm looking for bigger clients now, and when I tell them 'I work out of my garage,' no matter what you have to offer, they don't want to listen to you. This is a necessary step because it gives me credibility and a different image."

Norell is married and has two daughters. Aside from them and Guerra and Nunez, his "extended family," most of his family and friends live in Florida.

Norell moved to Oregon instead on the advice of a business contact at

I love it here. I've learned to enjoy every season, even the rain.

- Eduardo Norell, owner of Norell Graphic Design

the Vanport Project. The Hispanic chamber also helped him with business contacts. Norell now sits on the chamber's board.

He now has two assistants - Carlos Guerra and Elio Nunez - both fellow graduates of the Havana Graphic Design Institute, and he says he may eventually hire more people.

His workspace in his garage is "bursting at the seams." That is one cided to go into reason for the move to Vanport. In LaBatt, who touted Portland's proximity to nature and its small-town feel. Now, he says, "I love it here. I've learned to enjoy every season, even the rain."

He recommends the entrepreneurial life to young people. "There are things about it that are hard, but the rewards outweigh them," he says.

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Career Unfolds in Unexpected Ways

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provide many opportunities to tion that focuses on riding buses get training for other jobs and try new positions," she said. run on schedule. "There are so many opportunities in transportation, alone. On the outside, people just see lems keeping on schedule. buses and trains, but there are Sometimes she discovers conso many behind-the-scenes things that make the system lays, maybe problems with trafwork."

a large enough organization to (field schedulers), a new posito learn why some trips don't bus schedules reflect the reality

> The field schedulers work with operators who report probstruction problems causing defic-signal timing or maybe an Oregon 30 years ago from North

Two months ago, Russell operator's inexperience. Callmade another career move. She ing on her years of experience land-metro area.

was hired in the Scheduling De- as a bus operator has given her partment as a Schedule Writer I a strong background to help others

> "Our goal is to make sure the on the street, so we can keep buses on time and keep our riders happy," Russell said. "I feel I'm really helping both our operators and our riders in this new job."

> Arelina Russell moved to Carolina. She lives in the Port-



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