August 13, 2008

The Fortland Observer Celebrating Diversity



Jimmy "Mac" McNeal brings ethnic diversity to action sports with his "Bulldog Bikes" team.

Hip Hop Moves into Action Sports

Brings diversity to Dew games

The world of action sports was born in the streets and pools of Southern California back in the late 1970s, and with it, the rebellious spirit and individualism of

motorcross will be in Portland

The Tour is made up of five

major events that take place over

the course of five months, June

thru October, awarding champi-

ons based on a cumulative

points system. There is \$2.5 mil-

Arena.

outlet to thrive.

mainstream sports and entertainment landscape thanks to the influence of major TV networks and tours like the X-Games and AST and his vision for an urban action Dew Tour.

America's youth was given a new hop movements also found its

way into the action sports world, Since then, action sports has thanks in large part to the vision become a part of the American of one man from New York City, who believed that action sports wasn't strictly for white America.

Enter Jimmy "Mac" McNeal sports movement that celebrated The rise of the urban and hip ethnic diversity and provided a platform to encourage young African Americans and other ethnicities to let their individuality and personal style soar through action sports, by developing his company, Bulldog Bikes.

> McNeal in essence built a BMX company and a brand based on his vision of the collision of the hip and hop and alternative/ punk rock culture of action sports, creating the first ever "urban" action sports brand.

> The Bulldog Bikes team - a multicultural team of talented young BMX riders, competes at the top action sports events around the world.

Portland to Host Dew Tour The top athletes in skate- tional \$1 million bonus pool based upon year-end standings. boarding, BMX and freestyle

The AST Dew Tour is broadfor the AST Dew Tour (Action cast on NBC, MTV and USA Sports Tour), Aug. 21 through Network, as well as distributed Aug. 24 at the Rose Garden worldwide, in over 100 different countries.

At each Dew Tour event there is also a live concert featuring top artists and a huge Festival with video gaming, BMX and skate interactive courses, giveaways with tons of new prodlion in prize money and an addi- ucts to try out.

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Production supervisors are responsible for the management of personnel and manufacturing operations. Maintenance supervisors will direct skilled craft employees in the maintenance of equipment and assets. Both positions require excellent team building and problem solving skills, 5+ years' supervisory experience in a manufacturing environment and a Bachelor's

Industrial Electrician

ble for the electrical maintenance and repair of all production related machinery and equipment. Qualified applicants will have an Oregon Journey-Level Electrician license, an Oregon Limited Journeyman Manufacturing Plant License or the ability to obtain either license. Required experience and qualifications include: electrical/electronic troubleshooting in a high-speed manufacturing plant; expertise with Allen Bradley PLCs, instrumentation, troubleshooting, repair and calibration; and experience with Windows based PCs. Minimum high school diploma or GED.

Maintenance Mechanic

Responsible for the maintenance and repair of all production related equipment. Requires 5+ years' experience in a high-speed manufacturing plant with expertise in operating standard machine shop equipment, reading and interpreting blueprints, and welding (GMAW, MIG, TIG) and fabrication. Must have personal hand tools. Minimum high school diploma or GED.

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Qualified applicants for all positions will be self-motivated, meet all job requirements with verifiable work histories, work well in a team-based environment with limited supervision, and be able to work any shift, including weekends and holidays as required. All positions require a commitment to Safety, Quality, and Productivity. Only individuals meeting minimum requirements will be considered.

Kraft offers an excellent pay and benefits package. Qualified individuals should apply online at www.kraftfoods.com/careers, job search, current job openings, manufacturing, Oregon, search jobs. Kraft Foods is an Equal Opportunity/Affirmative Action Employer, M/F/D/V.



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Blazers Promote Local Executive

Assigned top. job in sales, marketing

The Trail Blazers have appointed Portland native Sarah Mensah to the position of chief marketing officer.

An employee of the NBA franchise since 1993, Mensah has served the past two season's as the organization's senior vice president, sales and marketing,

"Sarah is one of the driving forces behind our success," Blazer President Larry Miller said. "Her functions. leadership has been - and will continue to be - instrumental in son, the Trail Blazers had the growing our business."

ers marketing, ticket sales, corpo-

Sarah Mensah Under her direction last sea-NBA's top attendance percent-

Mensah's expanded role will age increase while gaining nainclude oversight of all Trail Blaz- tional acclaim for the "Rise With Us" marketing campaign that derate partnership, broadcast, pro-' buted with an encouragement to duction and game operations fans to 'honk' their preference for

Greg Oden or Kevin Durant in the 2007 NBA Draft.

The mother of an autistic child, Mensah is a passionate advocate for local and statewide efforts supporting autism research and awareness. She also serves as the Vice Chair of the Portland Schools Foundation, on the board of directors for the Urban League of Portland and on the United Way annual giving fund campaign.

This past year Mensah received a Portland Business Journal "Orchid Award" for outstanding women in business and also helped establish a Portland chapter of the National Association of Black Sports Professionals.

A graduate of the University of Oregon, she holds degrees in journalism and telecommunications. Prior to joining the Trail Blazers she worked at KGW-8, KINK FM and KUFO FM.

Rooted in Cultural Understanding

continued A from Front

writings. That same year he published a collection of short po-Mine."

The late author Ken Kesey and noted poets William Stafford and Penny Avila gave him support and encouragement. Blue Heron Press published his "Walking on across the country. These in- iting wisdomoftheelders.com. Water" in 1994.

Edmo's career as a traditional Native American story teller has flourished too. He worked with students and staff at Tubman Middle School through the state Artist in Education program, and as a performer for the Eugene Ballet Company.

He was hired to perform a traditional prayer ceremony at the ribbon-cutting for the Vera Katz East Bank Esplanade. He now serves on the Advisory

University Native American conference in November. in his "Talking Leaves," an an- Student Community Center. ems, "These Few Words of selling heroin from his dorm need something to pass the time." room.)

> Today he is busy with a schedule of readings, and appearances at Native American gatherings both locally and

Council of the Portland State clude an Indian Storytellers'

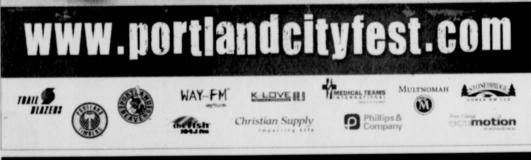
"That's appropriate, Edmo thology of Native American (Edmonotes with some amuse- says. "Winter is the best time for ment that he was kicked off the telling coyote stories. You spend PSU campus in the 1960s for a lot of time in the lodges and you The coyote is one of the most important figures in Native American folklore.

> Readers and keep track of Edmo's words and works by vis-

Grandfather storyteller I come to you with thirsty ears Grandfather storyteller weaving words of ancient strength Words colored with ageless time Words that are carried on welcome wind Words floating on rivers of purity

by Ed Edmo

Kirk Franklin | Chris Tomlin | TobyMac MercyMe | Kutless | And More!



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