



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 America's youth was given a new

outlet to thrive.

Since then, action sports has become a part of the American mainstream sports and entertainment landscape thanks to the influence of major TV networks and tours like the X-Games and AST Dew Tour.

The rise of the urban and hip hop movements also found its

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

Enter Jimmy "Mac" McNeal and his vision for an urban action sports movement that celebrated 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 skateboarding, BMX and freestyle motocross will be in Portland for the AST Dew Tour (Action Sports Tour), Aug. 21 through Aug. 24 at the Rose Garden Arena.

The Tour is made up of five major events that take place over the course of five months, June thru October, awarding champions based on a cumulative points system. There is \$2.5 million in prize money and an addi-

tional \$1 million bonus pool based upon year-end standings.

The AST Dew Tour is broadcast on NBC, MTV and USA Network, as well as distributed 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 products to try out.

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 seasons 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 leadership has been - and will continue to be - instrumental in growing our business."

Mensah's expanded role will include oversight of all Trail Blazers marketing, ticket sales, corporate partnership, broadcast, production and game operations



Sarah Mensah

functions.

Under her direction last season, the Trail Blazers had the NBA's top attendance percentage increase while gaining national acclaim for the "Rise With Us" marketing campaign that debuted with an encouragement to 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 from Front

in his "Talking Leaves," an anthology of Native American writings. That same year he published a collection of short poems, "These Few Words of 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 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

Council of the Portland State University Native American Student Community Center. (Edmo notes with some amusement that he was kicked off the PSU campus in the 1960s for selling heroin from his dorm room.)

Today he is busy with a schedule of readings, and appearances at Native American gatherings both locally and across the country. These in-

clude an Indian Storytellers' conference in November.

"That's appropriate, Edmo says. "Winter is the best time for telling coyote stories. You spend a lot of time in the lodges and you need something to pass the time." The coyote is one of the most important figures in Native American folklore.

Readers and keep track of Edmo's words and works by visiting wisdomoftheelders.com.

*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

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