



Pacific Power a Division
of Pacificorp

joins with

The Portland Observer

in Celebrating

Minority Enterprise
Development Week

Let us take time to honor the energy,
determination, and optimism of our state's
minority entrepreneurs.

Pacificorp believes that support of the
sustainable business development can be
an integral part of the development of an
economically strong and livable community.

"Together We Will Succeed"

Business, Community Leader Honored

First female CEO at Portland General Electric

A respected business and community leader who is regarded for her steadfast dedication to her co-workers, her company and the community will be presented with the 2008 Hope Award by the National Multiple Sclerosis Society

Peggy Fowler, chief executive officer and president of Portland General Electric, will be honored for her philanthropy, community service and leadership during a Dinner of Champions gala at the Hilton Portland & Executive Tower, Thursday, Oct. 9.

Her journey to the CEO's desk at PGE began in 1974 when, with a chemistry and mathematics degree in hand from George Fox University, she joined the company as a chemist. Within six years, she had become general manager of environmental and analytic services. She went on to manage almost every major area of the company before her appointment in 2000 as PGE's first female CEO.

Fowler has guided Oregon's largest electric utility through difficult challenges and immense scrutiny through years of ownership uncertainty. She is known for responding to the demands of the job with grace and confidence and keeping her focus on PGE's core business.

Fowler's leadership helped give PGE a new beginning in April 2006 when the company regained its independence as one of Oregon's largest publicly traded companies.



Peggy Fowler started as a chemist at Portland General Electric in 1974 and became the company's first female chief executive in 2000.

Under Fowler's leadership, PGE continues its efforts to meet customers' growing energy needs and to embrace new technology and sustainability efforts, such as renewable power programs, solar installations, smart meters, energy efficiency and charging stations for electric vehicles.

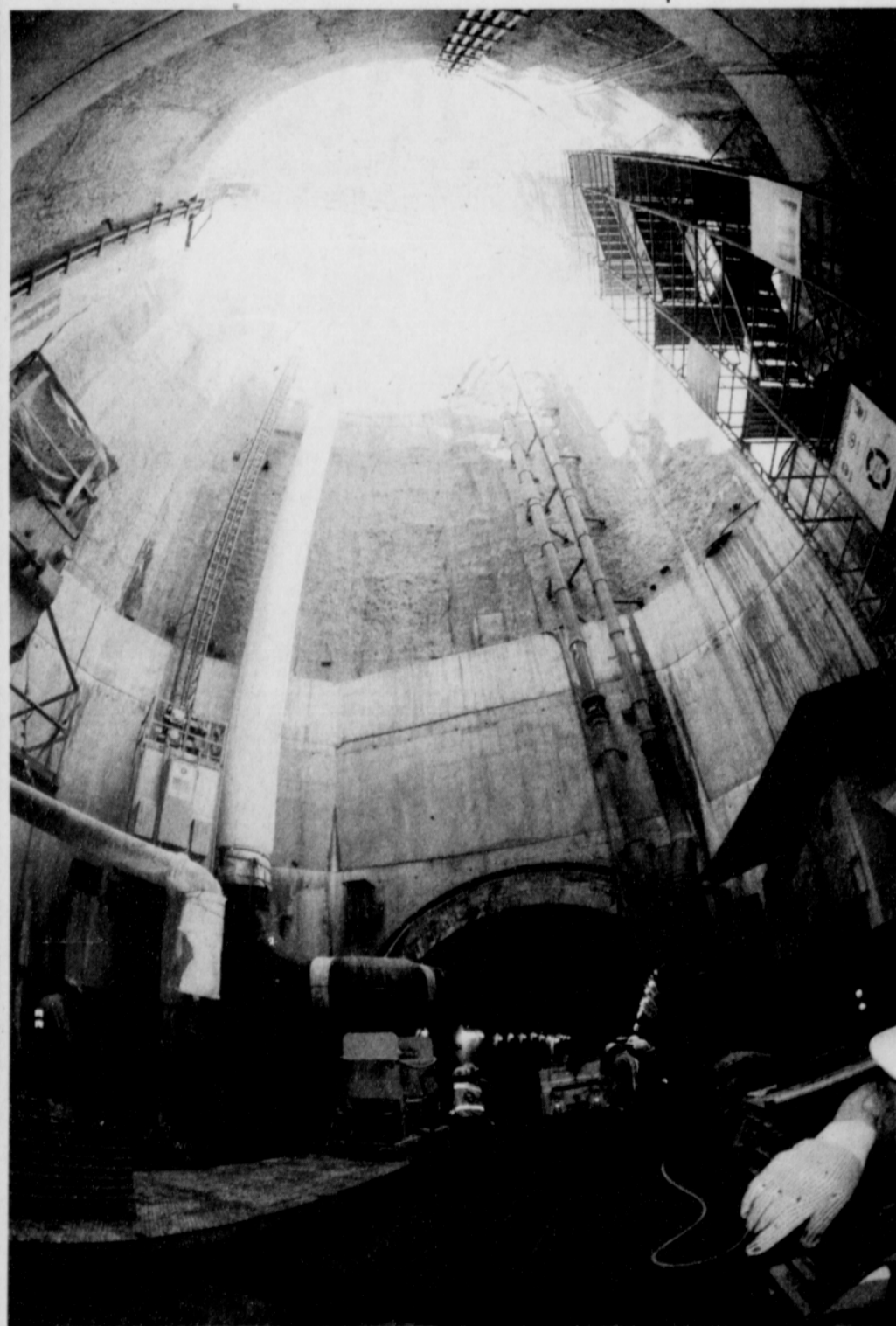
In addition to her business accomplishments, Fowler is generous with her time and energy working with a variety of organizations committed to improving Oregon's quality of life. Fowler serves in several

volunteer capacities that contribute to the future of the community, including the boards of Oregon Business Council, the Regence Group, Regence BlueCross BlueShield of Oregon, Federal Reserve Bank of San Francisco - Portland Branch, SOLV Founders' Circle, the Oregon Global Warming Commission and Greenlight Greater Portland.

She was an ambassador for the American Heart Association's "Go Red for

continued ▼ on page A22

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Portland East Side CSO Tunnel

for Project Information, please visit www.kbbescso.com

Summit Looks at Art as an Economic Engine

continued ▲ from A11

Ragtime, Coming to America, Bulworth, Sommersby, Gods and Generals, Malcolm X, Waiting to Exhale, Tyler Perry's Meet the Browns, The Thomas Crown Affair and HBO's The Wire.

Another keynote speaker is Roscoe Orman, best known to most Americans as Gordon on the Sesame Street children's television program. In his varied career Orman's made guest appearances on hit television shows such as Sandford & Son and Kojak in the 1970s, and continued to make occasional appearances in such programs as All My Children and the drama Law & Order.

The third keynote speaker will be Marc Acito whose debut novel, How I Paid for College: A Novel of Sex, Theft,

Friendship and Musical Theater won the Oregon Book Awards' Ken Kelsey Award. The book was also selected as a top Ten Teen Pick by the

American Library Association. The New York Times chose College as an Editors Choice and it's been optioned for a film by Columbia Pictures and is translated into five languages.

The summit will also hear from a renowned panel of experts to discuss arts as an economic engine, including Lanie McMullen, director of economic development for the city of Everett, Wash.; Virginia Willard, ex-

ecutive director of NW Business for Culture and the Arts; Eloise Damrosch, executive director, Regional Arts & Culture Council; Christine D'Arcy,



Novelist Marc Acito

executive director, Oregon Arts Commission; Carol Pelton, trust manager, Oregon Cultural Trust; and Rip Caswell, artist and owner of Caswell Gallery.

The Center for the Arts Foundation is dedicated to providing affordable, educational and accessible facilities for local, regional and national performing and visual arts in a sustainable environment, that serves as a gathering place for the community at large.

Corporate Diversity Progress Slow

Most people would agree that cultural diversity in the workplace utilizes our country's skills to its fullest and contributes to our overall growth and prosperity.

The reality of the situation is that the results of those ideals haven't been fully realized and progress remains slow. The gap between the "haves" and "have nots" continues to widen.

According to the online job help site diversity.com, one of the reasons for this has been the lack of diversity in corpo-

rate America. By not developing a diverse workforce from the top down, African, Hispanic (Latino), and Asian Americans are unfairly relegated to lower-skilled, lower-pay positions and are not able to fulfill their true potential.

Many corporations have recognized that diversity contributes to the bottom line by: making it easier to retain good employees, lowering costs by developing skills in-house, and developing a reputation that helps attract new employees. This is especially

important with the economy doing so well, and the demand for skilled labor at record levels.

If you are an African, Hispanic (Latino), or Asian American trying to advance your career, working for a company that values workplace diversity is extremely important. This will give you a good indication whether your employer will value your contributions, grant you promotions, train you to take on more responsibility, and pay you accordingly.