Capital to Help Entrepreneurs

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marginalized groups in the U.S. micro-finance. In a state like Oregon, where economy, the financial help can prove to be more useful than first few years," he says. ever.

the ways and means...to cover the immediate expense of either with the industry. inventory or supplies or payroll," says Jorge Guerra, president of the Oregon Association nizations like OAME do more of Minority Entrepreneurs.

With traditional loans less Guerra. accessible because of the recession, aspiring business owners have had to look elsewhere for startup capital.

who are non-profits are doing tion. fine, says Valerie Plummer, executive director of the Oregon efit from micro-finance in Port-Microenterprise Network

still essential, according to cess to capital," says Maddox. Sanford Maddox, executive director of Micro Enterprise be risky for both borrower and Services of Oregon.

"Is it a viable business plan? Does this person have management expertise? The people who are really sincere already have Portland's minority communisome piece of equipment to get ties. started. They can't just expect the system to go for them," he

Maddox asserts that pinpoint- it is one."

ing promising applicants is just one part of a larger process in

"The majority of small busismall businesses drive the nesses need one-on-one counseling and hand-holding for the

Maddox readily admits that "Sometimes you don't have he himself failed in his first business because he wasn't familiar

> In an effort to prevent small businesses from faltering, orgathan just provide loans, says

He explains that OAME provides core services: one-to-one technical assistance, marketing, networking meetings, access to Fortunately, micro-lenders capital, and business incuba-

Minorities especially can benland, since it "can help those But screening applicants is who have not always had ac-

> Though any type of loan can investor, microloans are special, because their success can mean self-sufficiency for budding entrepreneurs from

"I don't want to say that it's the answer to all of our financial problems," says Maddox, "but

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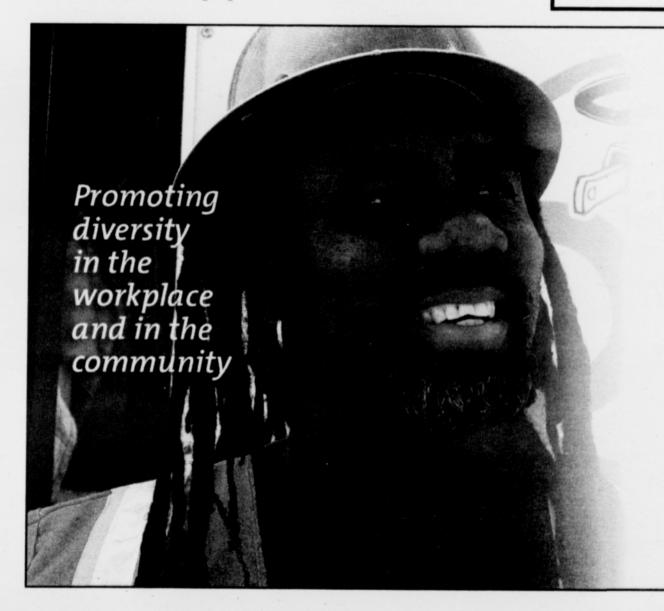
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