



New Prices Effective May 1, 2010

Martin Cleaning Service

Carpet & Upholstery Cleaning Residential & Commercial Services
Minimum Service CHG. \$45.00

A small distance/travel charge may be applied

CARPET CLEANING
2 Cleaning Areas or more \$30.00 Each Area

Pre-Spray Traffic Areas
(Includes: 1 small Hallway)

1 Cleaning Area (only)
\$40.00

Includes Pre-Spray Traffic Area (Hallway Extra)

Stairs (12-16 stairs - With Other Services): \$25.00

Area/Oriental Rugs:
\$25.00 Minimum

Area/Oriental Rugs (Wool):
\$40.00 Minimum

Heavily Soiled Area:
 Additional \$10.00 each area
(Requiring Extensive Pre-Spraying)

UPHOLSTERY CLEANING

Sofa: \$69.00

Loveseat: \$49.00

Sectional: \$109 - \$139

Chair or Recliner: \$25 - \$49

Throw Pillows *(With Other Services):* \$5.00

ADDITIONAL SERVICES

- Area & Oriental Rug Cleaning
- Auto/Boat/RV Cleaning
- Deodorizing & Pet Odor Treatment
- Spot & Stain Removal Service
- Scotchguard Protection
- Minor Water Damage Services

SEE CURRENT FLYER FOR ADDITIONAL PRICES & SERVICES
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OPINION

Opinion articles do not necessarily represent the views of the Portland Observer. We welcome reader essays, photos and story ideas. Submit to news@portlandobserver.com.

New Migration Needed for Economic Prosperity

The job market's global revolution

BY GEORGE E. CURRY

When 2 million blacks moved from the rigidly-segregated South to the North, West and Midwest from 1910 to 1930, it was called the Great Migration. When another 5 million African Americans fled the South between 1940 and 1970, many seeking good jobs and a better life in New York, Los Angeles, Chicago, Cleveland and Detroit, it was called the Second Great Migration.



U.S. Trade Representative Ron Kirk thinks it is now time for a Third Great Migration, this one to far-flung cities around the world. He advanced that argument in his office, which is directly across the street from the old Executive Office Building.

"Whether you're black, white, brown or whatever, the No. 1 concern of American families is: 'Where am I going to find a job? More importantly, where is this kid I just spent x amount of money getting out of college going to find a job?'"

The job market has undergone a global revolution.

"I don't know why my friends are upset when I say to them, 'If all your kids do is what we've been doing, we haven't advanced the ball,'" said Kirk, who served as mayor of Dallas and Texas Secretary of State. "Our kids are going to live in London, in Shanghai, or in Abuja (Nigeria). It's just as likely they'll be stationed in Johannesburg as Detroit or New York."

That migration to London, Shanghai, Abuja and Johannesburg has

been propelled by new opportunities opened up by advances in technology and the international removal of quotas, tariffs and outrageous export fees.

And there's also Sutton's Law. When bank robber Willie Sutton was asked why he robbed banks, he reputedly replied, "Because that's where the money is." Sutton's law dictates that one does not ignore the obvious.

"One way to can create wealth

"I want our young people to realize, 'You're more marketable now in a global, competitive society than you might have ever been.' But you got to think globally. — U.S. Trade Representative Ron Kirk

and a better life — assuming you make something — is to think about selling it to the 95 percent of the people who don't call the United States home," Kirk advised. "If you look at the Fortune 100 companies, the absolute common denominator among them right now is that they, for the most part, are singularly looking at how they are going to access these hundreds of millions of young people who are growing up in Africa, Asia, India, and Latin America and are hungry for something called, 'Made in America.'"

Kirk believes America can profit from that sentiment.

"If you want to attack the job growth problem — and the president firmly believes in this — whatever we can do to empower and enable small

businesses to grow faster is a great way to grow our economy," he explained. "And, so a big part of our trade work has been targeting, first, those small businesses that already export and learning more about them, what their challenges are and trying to remove them.

"And secondly, that universe of people that have never exported, either because they are afraid or they're saying, 'How am I going to find customers?' That's why we're putting out more information about the Export Import Bank. The bottom line: they finance your sale."

Kirk said African-Americans have not exploited their special connections to Africa and the Caribbean.

"Corporate America realizes, 'If I am going to go to Brazil, I better find somebody who speaks Portuguese and understands the culture,'" he said. "If I am going to Africa, I am much better served by having somebody who understands the values, reflects the culture and knows the ropes in Kenya, Ghana and West Africa. I want our young people to realize, 'You're more marketable now in a global, competitive society than you might have ever been.' But you got to think globally."

Black businesses must also look beyond the shores of the United States, the trade official said. He

said the Commerce Department and his office provides assistance to small businesses trying to engage in international trade.

"The generation that grew up on the Web — where they live, breathe, educate and shop — is a little less intimidated," Kirk said. "I tell people, once you put up a Web site, you're global. On the Web, nobody knows whether you're a woman, Catholic, Black, tall or straight. All they want to know is, 'I see you got a product. I think it might be able to help me. How do I get at it?' If you're not intimidated by doing business over the Web, I don't think it's that much of a leap to begin thinking about global trade."

Despite anti-American sentiment in some countries, Kirk said the U.S. is still a strong brand.

"They'll complain that maybe our products cost a little more," Kirk said. "They will complain, 'You preach to us too much. You come over here and tell us about corruption, democracy, rule of law and, frankly, if we do a deal with China, we don't have to go through all of that.'"

"But at the end of the day, there is an implied value proposition that if I buy this from George and Ron, it'll probably work the way they say it will. It's not counterfeit. If something goes wrong, America has a legal system that can help me hold them accountable." That's a huge advantage for us."

Kirk strikes a cautionary note about international business. "It's a huge opportunity," he said. But don't rush into it."

George E. Curry is a columnist for the National Newspaper Publishers Association and former editor-in-chief of Emerge magazine.

Letter to the Editor

When I read "Hell in the City, the same time.

a violent, new generation of gangsters", (June 15 issue) I became what we are not doing to help our African American youth very distressed and pissed off at

overcome the barriers of mis-education, poverty, fragmented families, and isolation.

It is obvious that many of us are disconnected from the youth we are calling "gangsters." And for that reason, we're at a loss to find solutions to the problems being created by their actions in the streets.

It's as if we have forgotten that children are not capable of taking care of themselves, nor are they capable of raising themselves. But that's the situation for many African American children in Portland who find themselves without the support of their communities.

It's time for us to stop shuckin' 'n jivin' about what it's going to take to bring our children back into their natural fold.

We can start by reaching out to the families that are in serious need of the guidance, wisdom and resources of our community.

Our children need our undivided attention now. Their families need our undivided attention now! In Portland, many of us are talkin' da talk but not walkin' da walk. We are holding meetings but are not coming up with concrete solutions to the problems we say our children are creating. Their problems are our problems, and they are looking to us for solutions. They are looking for the wisdom, guidance and creativity we say are their inheritance. If we don't come forth with those gifts, the regret will be ours. So will the loss.

Brother Askari
 Community elder

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