

New Seasons Market Opens 11th Store



PHOTO COURTESY NEW SEASONS MARKET

A job shortage made headlines in the newspaper on the same day, but Lisa Sedlar, New Seasons Market company president and CEO, showcases the growth in jobs of her locally-owned chain of stores at last week's grand opening of the company's Progress Ridge location in Beaverton. The store has added 170 new jobs to the local economy.

Progress Ridge brings 170 new jobs

Locally-owned New Seasons Market is celebrating the opening of its 11th store, located in the new Progress Ridge TownSquare Shopping Center in Beaverton, 14805 S.W. Barrows Rd.

The store brings 170 new jobs to the local economy.

Opening day on Sept. 14 kicked off with a ribbon cutting ceremony led by Beaverton Mayor Denny Doyle, along with store leaders, local farmers and the community.

Speakers included Lisa Sedlar, New Seasons Market company president and chief executive officer, Pat Brown, company chief operating officer, Jon Rich, Progress Ridge store manager, Kristine Baggett, executive director of the Beaverton Education

Foundation and Maria Ponzi of Ponzi Vineyards.

This long-awaited and highly anticipated store, the second largest of New Seasons Market's stores, provides families with locally grown and homemade products and the friendliest shopping experience in town.

Founded in 2000 by three Northwest families, New Seasons Market is proud to be locally owned and operated and enthusiastically supports the community. The company annually gives 10 percent of its after-tax profits to more than 650 nonprofits and community groups.

The company was celebrated as one of the best and greenest companies to work for by Oregon Business Magazine.

Business Pitch Leads to Dream Job

MBA student's class project leads to disaster relief work

Not everyone has their dream job, but Ernest Harris, a Master of Business Administration student at Portland's University of Phoenix campus does, and it is all because he created it.

In one of his courses, Harris was asked to write a paper about his dream job, detailing everything from job responsibilities to salary. Harris chose to focus on a previous employer, Coast Industries, a northeast Portland company that offers commercial building maintenance, uniformed security services, and government contracting.

"Before starting the MBA program at University of Phoenix, I worked for Coast Industries for five years," said Harris. "When we were given this writing assignment I was initially apprehensive, but my instructor, Dr. Robert Ridel, pressed me to be creative. After giving the project a lot of thought, I knew I wanted to write about Coast Industries as it is a tremendous organization."

Putting pen to paper, Harris developed the idea to create a new branch, the Disaster Relief Division, within Coast Industries. This new division would work directly with the company's current departments in government contracts, building maintenance and security.

Within that new division, Harris proposed developing an arm for residential and for commercial projects. The residential section would contract with insured homeowners for debris clean-up in disaster affected

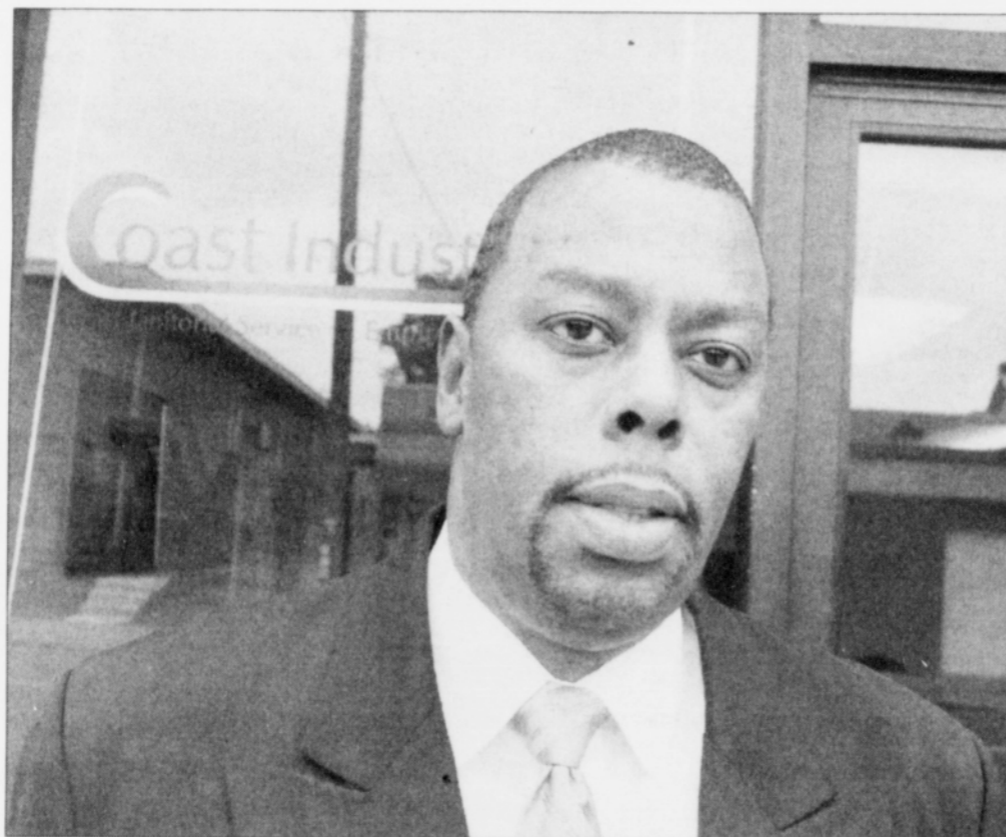


PHOTO BY MARK WASHINGTON/THE PORTLAND OBSERVER

Ernest Harris designed his own 'dream job' at northeast Portland's Coast Industries, one of the oldest minority-owned businesses in the state, as part of his enrollment in the Master of Business Administration degree program at the University of Phoenix in Portland.

areas, while the commercial section would contract with the Federal Emergency Management Administration in any natural disaster and hire employees locally to remove debris.

As Harris described in the position overview, the new business strategy required that all divisions work together within a disaster stricken area utilizing all capacities offered by the company in different operational contracts.

"After putting so much thought into the position and the department I started to think about pitching the idea to Coast Industries," continued Harris. "I made an appointment to meet with the CEO, and she was extremely interested by my proposal. A few weeks later, she called me and offered me the opportunity to turn my dream into a reality."

Harris accepted the offer from

Coast industries, and he estimates that this new division will generate an additional \$50 million dollars a year in revenue for the company.

"I am so grateful for University of Phoenix and the opportunities I have had because of the MBA program," continued Harris. "The program is challenging, but has completely changed my life both personally and professionally for the better. My education will make me a better manager, which will in turn help my company continue to grow and prosper."

"At University of Phoenix, our primary mission is to prepare working adults to thrive in the changing global economy," said Flint Holland, campus director for University of Phoenix Oregon Campus. "Ernest is a true testament of our mission, and I commend him for his creativity and pursuit of his goals."

Loans for Private Sector Jobs

Small business fund has federal, state support

The U.S. Department of the Treasury and Oregon Gov. John Kitzhaber recently announced the approval of an initiative to provide new lending to Oregon small businesses to help create jobs.

The Oregon State Small Business Credit Initiative will spur more than \$165 million in additional small-businesses lending in Oregon. The SSBCI program, which supports state-level small-business lending programs, is an important component of the Small Business Jobs Act President Obama signed into law last fall.

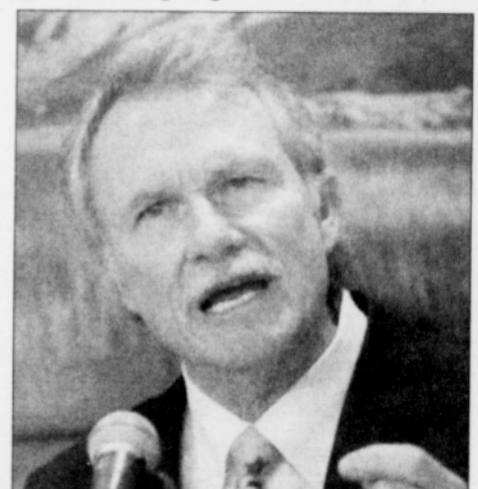
"These funds will provide critical support to state-level programs that help expand small-business lending and spur private sector job creation," said Deputy Secretary of the Treasury Neal S. Wolin. "Continuing to help unlock credit for small businesses will provide a powerful boost for investment and job creation in local communities across the country."

"Over 16,000 jobs have been created in Oregon this year, and we continue to use every tool available to get Oregonians back to work across the state," said Governor Kitzhaber. "Access to capital is a critical issue for businesses ready to expand in Oregon, and the Small Business Jobs Act funds will help spur investment and job creation in both urban and rural communities."

Under the Small Business Jobs Act, Oregon can access \$16.5 billion in SSBCI funds. Oregon ex-

pects to generate a minimum "bang for the buck" of at least \$10 in new private lending for every \$1 in federal funding. As such, this \$16.5 million allocation for Oregon is expected to support more than \$165 million in new private lending in that state.

The Oregon Business Development Department will use these SSBCI funds to support the Oregon Capital Access Program, its Credit Enhancement Fund, a loan guarantee program, and the exist-



Gov. John Kitzhaber

ing Oregon Business Development Fund, a loan participation program.

Under the State Small Business Credit Initiative, all states are offered the opportunity to apply for federal funds for state-run programs that partner with private lenders to increase the amount of credit available to small businesses.

States must demonstrate a reasonable expectation that a minimum of \$10 in new private lending will result from every \$1 in federal funding. Accordingly, the overall \$1.5 billion federal funding commitment for this program is expected to result in at least \$15 billion in additional private lending nationwide.