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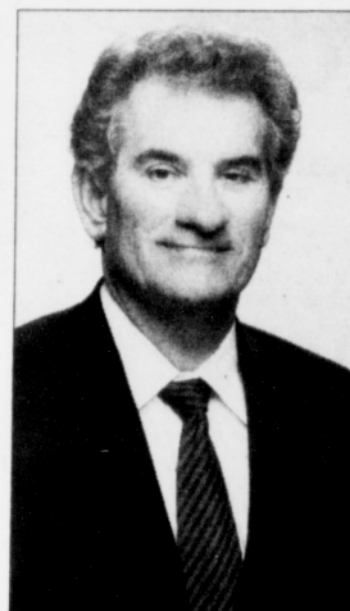
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## Haglund, Kelley, Jones & Wilder LLP

A T T O R N E Y S

- Civil Rights
- Personal Injury
- Employment
- Small Business


**Westside Trail open houses****6 to 8 p.m. Wednesday, May 30**Stoller Middle School, cafeteria  
14141 NW Laidlaw Road, Portland**6:30 to 8:30 p.m. Thursday, May 31**Deer Creek Elementary School, cafeteria  
16155 SW 131st Ave., Tigard

There will be a short presentation 30 minutes after the start of each meeting. Both meeting agendas are identical, drop in anytime. Unable to attend? Share your thoughts and ideas in an online questionnaire June 1 to June 15, 2012 at [www.oregonmetro.com/westsidetrail](http://www.oregonmetro.com/westsidetrail).

For more information about the project contact Robert Spurlock at [robert.spurlock@oregonmetro.gov](mailto:robert.spurlock@oregonmetro.gov) or 503-813-7560.

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# Small Business Success

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"Our mission has always been to help underserved markets, whether that is low income, minority and immigrants or women owned entrepreneurs. So the clientele that we see is in the greatest need for our services," said Damon.

Through one on one consulting and technical assistance support, the program has served more than 180 businesses in the last three years.

According to the U.S. Department of Commerce, the so-called "micro-enterprises," which comprise fewer than five employees, make up 86 percent of all registered businesses in Oregon, employing 16 percent of the entire workforce.

About 30 percent of the PSU program's clients are minority individuals, and 70 percent are owned by women, said Damon.

She added, however, this is not to say the program doesn't help men.

"We primarily base our enrollment on folks that are low income with the intent to help them increase personal wealth and sustain for their families, and become a positive contributor to the community and overall economy," she said.

As part of a long-term commitment, the program provides services for up to three years.

Enrollment is extremely competitive because there can be only 15 new clients a year in order to provide free services, which are made possible from a number of community partners and PSU.

The program also provides additional support through a shot term, five-week business development

workshop series, which is open to any entrepreneur within the city, regardless of state, or size.

"The training is based on a sliding scale and based on household income. It is a nominal fee," Damon said.

Some recent successes include Ruby Jewel Treats, which has grown from an ice cream stand at the Portland Farmer's Market to a storefront with product distribution in 11 states.

People's Yoga, which has a location on Northeast Killingsworth Street, recently opened a new location in southeast Portland, and Dig A Pony, known as a 'popular watering hole', has directly created 26

focus on financial understanding of their books, which is a common difficulty for small business owners, she said. "Often individuals want to gain an understanding of what their margins are in their goods and services or how much money they need to break even," she said. "We help them realize their personal financial goals, as well as their business goals."

Nationally, Damon said 80 percent of businesses have fewer than five employees.

Within Portland, over 60 percent of businesses are micro businesses, and nearly 80 percent have fewer than 10 employees. "So when you

*We primarily base our enrollment on folks that are low income with the intent to help them increase personal wealth and sustain for their families.*

jobs since opening in 2011.

"[The] BOP helped to expedite the learning process in being a small business owner, gave me great tools and resources, and saved me a ton of money and time," said Lindsey Newkirk of Elysium Events and Junk to Funk, another small business supported by the program.

Although there are a number of barriers to successful small business success, Damon said everyone is different, and thus the services provided are unique to each individual entrepreneur.

"We customize our services to each individual we work with," she said.

Sometimes there is a centric fo-

look at those statistics, it really demonstrates how small businesses are such a strong contributor to our overall community and serve as an imperative economic driver in job creation, increasing personal wealth and business taxes," she said. "And the list goes on."

"It's about getting individuals to a place where they can self sustain on their own income and off government subsidies," she said. "We do have an emphasis on minority and women owned, but it is not a requirement. We help all entrepreneurs in need."

For more information about the Business Outreach Program at Portland State University, visit [pdx.edu/business-outreach](http://pdx.edu/business-outreach).

## Milwaukie Light Rail Funded

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"The Portland-Milwaukie Light Rail Project will make a huge difference in the quality of life of thou-

sands of people in the greater Portland area, connect residents in north Clackamas County to jobs downtown and breathe new life into older neighborhoods like Brooklyn," said Administrator Rogoff. "This project demonstrates the power of public transportation to help transform a major American city for the 21st century."

Federal Transit Administrator Rogoff was joined by Congresswoman Suzanne Bonamici, Portland Mayor Sam Adams, TriMet General Manager Neil McFarlane and other local officials.

According to TriMet, more than

14,500 jobs are expected to be created during construction of the Portland-Milwaukie Light Rail Project, which includes construction of 10 new stations and a new transit bridge over the Willamette River to facilitate the 7.3-mile expansion of light rail service from Portland State University, across the river and into Milwaukie and north Clackamas County.

The project also supports pedestrian and bicycle improvements creating additional options for people to get around. TriMet's MAX light rail service is scheduled to begin in 2015.



### Free Workshop: Community-Based Research in the Classroom and on the Streets

With Dr. Michelle Fine—2012 commencement speaker for the Graduate School of Education and Counseling at Lewis & Clark. Dr. Fine is a professor and researcher who works on social justice projects with youth, women and men in prison, educators, and social movements on the ground.

**Saturday, June 2  
9:30-11:30 a.m.  
Self Enhancement, Inc.  
3920 North Kerby Ave., Portland**

Sponsored by Self Enhancement, Inc., the Portland African American Leadership Network, and Lewis & Clark Graduate School of Education and Counseling.

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