



**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

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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.*

Finding Our Way Back to First

Our children
deserve the best
education

BY BENJAMIN TODD JEALOUS

Every generation believes their children deserve to be better off than they were.

This belief inspired the first slave rebellion in 1663, when a new law dictated that children of African slaves would not be able to rise above the status of their parents. This belief led Linda Brown's parents and the NAACP to defeat segregated schooling.

And it is this belief that keeps education at the center of the modern-day movement for social justice.

Brown v. Board of Education built a launching pad for education in the 21st century by removing barriers to equality and opening doors to opportunity. African Americans gained the confidence

that their children, and generations of children to come, would indeed have access to a better future. But somewhere along the way, America sputtered and lost its way.

Nearly 50 years after the end of desegregation, we are still only sending about one out of four students to college. In a knowledge-based economy, excluding three fourths of our students from higher education is no longer acceptable.

According to the Organization for Economic Co-operation and Development, the United States ranked 14th out of 34 OECD countries for reading skills, 17th for science and a below-average 25th for mathematics. Secretary of Education Arne Duncan called this "an absolute wake-up call for America."

The time for tinkering and small-scale experimentation is over. In order to lead the world's global economy, we must create the world's brightest workforce. This starts by fixing our education so that all students can graduate college and career-ready pro-

grams.

Last month, the NAACP released a report titled "Finding Our Way Back to First: Reclaiming World Leadership by Educating All America's Children." Our proactive agenda builds off the foundation laid by Brown v. Board of Education, and it is just as focused on quality as it is on access to education.

"Finding Our Way Back to First" offers research-informed prescriptions for untapping the potential of our students. The NAACP is asking its over 1,200 active units to advocate for the following reforms:

First, all students should have a strong educational foundation before kindergarten. This means high quality, universal prekindergarten that supports strong literacy and language skills.

Second, we need effective teachers and leaders. Every school, regardless of location and resources, should have a strongly prepared, well-supported teacher in every classroom.

Third, students need more time for more learning. This means

longer school days, longer school years and more years of education. Schools also need to offer broad-based programs that extend beyond the regular school day, year and curriculum.

Finally, we need to target our resources at those schools that need them most. We should direct additional state funds to school districts with high concentrations of low-income students. And we should target funds from all levels to help those schools and students who are struggling hardest to achieve.

The NAACP earned its reputation in education by removing obstacles that blocked children from learning. But now is the time for proactive reform.

To make the promise of a better life for our children real, we must support student learning and achievement. We must be determined to help every child reach his or her full potential and thereby ensure that we, as a nation, lead and serve globally.

Benjamin Todd Jealous is president and chief executive officer of the national NAACP.

Job Creation is an Urgent Priority

High unemployment
calls for
balanced
fiscal plan

BY MARC MORIAL

The latest jobs report has confirmed what urban America has known for a very long time: The "fierce urgency of now" is overtaking the slow pace of the economic recovery and continuing partisan gridlock in Washington.

The report released on the first week of January reveals that 155,000 jobs were created in December and overall unemployment remained at a steady and still too high rate of 7.8 percent. But the unemployment picture in urban America tells a decidedly different story.

African-American unemployment, which has hovered at twice the national average for decades, has now climbed to 14 percent and the Hispanic jobless rate of 9.6 percent also continues to exceed the national average.

Despite the efforts of the Congressional Black Caucus and other progressive voices in Congress, the jobs crisis in urban America has reached emergency proportions and is

tearing at the economic and social fabric of many communities. That is why, the National Urban League has announced a new \$70 million "Jobs Rebuild America" initiative designed to employ, educate and empower communities that have been hardest hit by the Great Recession.

Our campaign is a two-pronged effort. First, through a \$70 million public-private expansion of existing Urban League job training, education and business development programs, we intend to directly assist thousands of jobseekers and entrepreneurs in dozens of cities over the next five years.

The second component of the Jobs Rebuild America initiative is a public engagement campaign to increase pressure on Washington to invest in the education and skills enhancement of at-risk youth and disadvantaged young adults.

We also call for passage of targeted jobs legislation and a responsible fiscal plan and deficit reduction initiatives that do not exacerbate the unemployment crisis.

This effort is an outgrowth of the National Urban League's historic mission of economic empowerment for African Americans and other hard-pressed urban citizens. It also builds upon the work that our network of nearly 100 affiliates has been engaged in since the start of the Great Recession.

Our affiliates have served as economic first responders for communities devastated by job loss. They have also been successful in creating economic opportunity and preparing thousands of people to avail themselves of those opportunities. We've worked closely with our partners in the private sector and the federal government to maximize resources and mobilize the strength of our collaborative efforts.

For this expanded effort, we have put together a powerful coalition of public and private partners who have pledged their expertise and other resources. They include, the U.S. Department of Labor, Nationwide Insurance, Everest College, Pitney Bowes, Wells Fargo, Goldman Sachs, Stonehenge, UPS, State Farm, Target, Best Buy, the U.S. Department of Justice, AT&T, Time Warner, Chevron, BP and the New York Stock Exchange.

Our collective message is this: While we believe it is important to tackle deficit reduction, job creation remains the nation's number one priority.

We urge the President and the Congress to adopt a balanced approach that marries compassion for the most vulnerable Americans with protections for the nation's jobs and sacrifice from all.

Marc Morial is president and chief executive officer of the National Urban League.

