

MINORITY BUSINESS

Recruiting Nurses of Color

Building a pipeline of diverse professionals

In the U.S., people of color represent 37 percent of the population but only 17 percent of registered nurses. Getting more diverse students into nursing school and supporting them during their educational program is the goal of a \$1.05 million grant to the OHSU School of Nursing.

Awarded by the Health Resources and Services Administration, a division of the U.S. Department of Health and Human Services, the funding began July 1 and runs for three years.

"We're working with students who may not have the opportunity to attend nursing school without extra support," says Peggy Wros, Ph.D., R.N., principal investigator and the nursing school's associate dean for student affairs and diversity. "Significant health disparities can be addressed by health care



Students participate in a program sponsored by Summer Institute for Diversity in Nursing.

professionals who are members of the same ethnic or racial community."

Susan Bakewell-Sachs, dean of the nursing school, says the funding will enhance ongoing efforts in the nursing school in a priority area and create a tested model that she hopes can be replicated in other places. "I am proud that the school has been awarded this grant, and I congratulate the leadership team on their successful proposal," she

says.

The program, Advancing Health Equity through Student Empowerment & Professional Success (HealthE STEPS) seeks to attract and advance a diverse nursing student body within the Oregon public education system, from pre-nursing through graduate education.

The grant provides financial

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BY AKILAH C. THOMPSON

Turning a Hobby into a Business

Passion a key ingredient to becoming successful

News Flash! You do not have to spend the rest of your life working in a cubicle from nine to five every day. Neither do you have to settle for working in a miserable profession that barely pays the bills.

Have you ever thought about turning your passions into a business? Is there something you enjoy doing so much you currently do it for free? Have you every thought about how much income you could earn from your hobbies?

Passion is one of the key ingredients to becoming a successful entrepreneur! When we are passionate about something, we find enjoyment in sharing our talents with others. So, why should we stop there when we can start making money doing what we enjoy?

Let's explore what it will take to turn your hobby into a business. With the appropriate planning and an entrepreneurial mindset, you can be on your way to starting a successful business with passion as your foundation.

Before you decide to leave a corporate career or any job to start your own business, be sure to save at least 12 to 18 months of salary. As an entrepreneur, the checks will stop coming every two weeks and there

may be times when the checks won't show up as planned.

If you have sufficient savings, you will be prepared for those "rainy days" which are almost guaranteed to happen. In addition, most of the capital that will be used to start your business will come from your own pockets. You want to make sure you can appropriately fund your business with the start up funds needed to get your business off the ground.

A business plan is a snapshot that potential investors and banks look at in order to predict where your business is headed and what it will look like in the future. If you fail to plan, you plan to fail.

Most businesses are unsuccessful because their business plans were incomplete or ineffective. In addition, your business plan sets the strategic plan and direction for your business to help you make appropriate decisions with the end goals in mind.

The main components of a business plan are the mission statement, vision statement, the organizational plan, the competition, a market analysis and market plan, the financial plan, and an executive summary.

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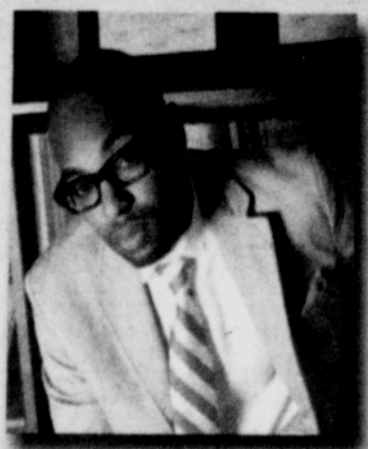
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IT'S BIGGER THAN HIP-HOP

Community, Education, and Spirituality



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Hip-Hop's Influence on Society
Tuesday, October 3



CHRISTOPHER EMDIN
Hip-Hop's Influence on Education
Thursday, October 15



RAHIEL TESFAMARIAM
Hip-Hop's Influence on Spirituality
Thursday, October 29

McGuire Auditorium at 7:00 pm; FREE and Open to the Public

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Business Support for East Portland

The Portland development Commission has won state approval to establish a state Enterprise Zone (E-Zone) focused predominantly on geography east of Cesar Chavez Boulevard.

The E-Zone is a state economic development program proven to support business growth, job creation and community benefits from companies which make capital investments in their operations. In return, eligible companies receive a five-year property tax abatement on the value of their new investment.

According to PDC officials, the program presents one of Portland's strongest economic development tools for retaining and attracting jobs and employment. Since 1996, with more than 50 companies participating and 30 firms currently active, the city's E-Zone program in

north and northeast Portland has leveraged more than \$1 billion in private investments and has created and retained more than 5,000 full-time, quality jobs, the PDC reported.

The new E-Zone will exist between Northeast Airport Way and Milwaukie and between Southeast Cesar Chavez Boulevard and Gresham. East Portland has both a growing population and increased diversity, but job and economic growth have not kept up at the same pace.

PDC Executive Director Patrick Quinton said, "We've seen the E-zone bring considerable benefits to the businesses and residents in north and northeast Portland over the last 15 years. We're eager to extend this positive impact on the local economy to east Portland as well."