

Boutique Owner has Love for Fashion



Christina White specializes in trendy and affordable clothing at her Thirty27 Boutique at 3519 N.E. Martin Luther King Jr. Blvd.

BY CERVANTE POPE
THE PORTLAND OBSERVER

Northeast Portland's Thirty27 Boutique translates one woman's love of family and fashion into a trendy and affordable clothing locale for the working girl.

Thirty27 Boutique owner Christina White originally had a different plan for her life, though fashion was always in her sights. She studied at Hampton University in Virginia and Portland State University before completing a Masters in Public Health degree

at an institution in New Jersey. She began working in the health field industry after graduating, but the profession never quenched her stylistic thirst.

"I have so many great memories from growing up and most of them occurred at a very special place – 3027, the home of my grandparents," says White. "Strong family ties, woven with my flair for fashion, helped materialize this idea of intertwining both my love and my passion."

It was a conversation with a friend amid a month long leave of absence due to a work related accident that

made White finally make the business plunge, putting into action a business plan she had been sitting on for over three years.

The personal support "propelled me to stop being fearful and to just do it," she says.

White hasn't looked back. Her shoe, dress and accessory shop just celebrated its three year anniversary in August. She is still bicoastal, balancing her time between here and New Jersey, but her mother helps run shop affairs whenever she is not in town.

Thirty27 Boutique is located at 3519 N.E. Martin Luther King Blvd.

Preparing the Next Generation of Athletes

Certified trainer opens sports facility

BY CERVANTE POPE
THE PORTLAND OBSERVER

The founder of a local, minority-owned athletic training facility is making a difference in preparing the next generation of athletes, from high school to college and beyond.

ProForce Athletics is founded by certified trainer DeShawn Fontleroy who is credentialed from USA Weightlifting and USA Track and Field in utilizing functional movement systems and resistance band training. His company also specializes in providing specific and professionalized sports training, with an emphasis on speed strength and sprint mechan-



DeShawn Fontleroy

ics. Sport psychology and the sociology of sports are also blended into the firm's training programs. The ProForce Athletics facility, located at 4829 N.E. Martin Luther King Jr. Blvd., boasts of providing an environment strictly focused on training, with "no televisions, no machines and no comfortable places to sit," allowing for athletic discipline to be the full focal point.

Fontleroy specializes in issues around an athlete's physical training. He's also known to give seminars and lectures on the theory of sports training, as well as consultations and lectures based on the mental psychology, toughness and motivation

CONTINUED ON PAGE 26

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