## Boutique Owner has Love for Fashion



Chistina 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

## Preparing the Next Generation of Athletes

DeShawn Fontleroy

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-

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

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fession never quenched her stylistic

"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 mamy love and my passion."

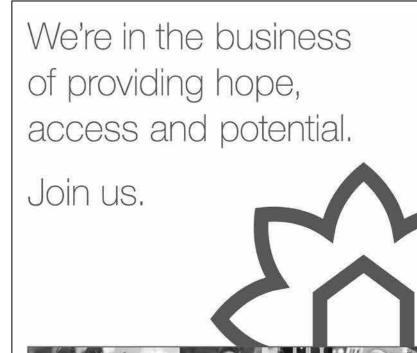
It was a conversation with a friend whenever she is not in town. amid a month long leave of absence

at an institution in New Jersey. She made White finally make the business began working in the health field in- plunge, putting into action a business dustry after graduating, but the pro- plan she had been sitting on for over three years.

> The personal support "propelled me to stop being fearful and to just do it,"

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 terialize this idea of intertwining both time between here and New Jersey, but her mother helps run shop affairs

Thirty27 Boutique is located at due to a work related accident that 3519 N.E. Martin Luther King Blvd.



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hope, access, potential

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