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Toyota’s Buckle Up Campaign Aims to Save Lives

By Yvonne Coleman
Bach

Top automaker Toyota uses the slogan “Let’s Go Places.” Now the company is making sure those journeys always end in safe places with the “Buckle Up for Life” child car seat campaign.

“We want people to be safe,” said James Colon, Vice President of African American Business Strategy at Toyota Motor Sales, USA, Inc. “It just makes sense.”

Although cars and trucks today are safer than ever, research still shows that motor vehicle crashes are one of the leading causes of death for children in the U.S. in part because of the lack of or non use of safety equipment such as car seats, booster seats and seat belts.



The 2014 LS460 4 Door Sedan all-wheel drive. Toyota's Lexus F-sport features a 386-hp V8 engine, air suspension and other luxury features

safe. While “Buckle Up for Life” aims to protect all children, it began as a program that served the needs

making sure parents understand the problem and fix it. “Buckle Up for Life” works with local children’s hospitals, organizations and

am grateful to Toyota.” Michael Fisher, President and CEO, Cincinnati Children’s Hospital Medical Center said the partnership and Toyota’s strong commitment is making the program a success. Fisher said he is deeply committed to addressing issues of importance to the Greater Cincinnati area. One of his priorities is reducing the area’s high rate of unintentional injury and infant mortality.

Colon is a father and he said the program has become his passion. Although his children are teens now, he said he can remember how important it was to make sure they were safe while riding in cars. He praised Dr. Garcia for his vision and thanked him for trusting Toyota with it. Celebrating the 10th anniversary of “Buckle Up for Life,” Toyota sponsored a reception at the National Urban League Conference in Cincinnati on July 24, 2014 at the Great American

About half of all children who die in car crashes were not sitting in a child car safety seat

Dr. Victor Garcia, founding director of Trauma Services at Cincinnati Children’s Hospital Medical Center, one of the nation’s leading pediatric hospitals partnered with Toyota to help parents understand the importance of buckling up their children.

A pediatric surgeon, Garcia has seen a lot of children suffering from car crashes where they were not properly buckled up. That’s why Dr. Garcia and the Cincinnati Children’s Hospital partnered with Toyota in 2004 to create “Buckle Up for Life,” a national education program for families to help keep child passengers

of the Hispanic and African American Communities, working with children’s hospitals and community organizations such as churches to provide motor vehicle safety information to parents and caregivers.

Since its inception in 2004, the program has educated more than 17,000 individuals nationwide and provided funding for more than 40,000 car seats for families in need. This is important as studies show that about half of all children who die in car crashes were not sitting in a child car safety seat. But Dr. Garcia said the program is not about blame. It is about

churches to overcome economic, cultural and language barriers to motor vehicle safety. Over a six-week period, medical experts and trained specialists work closely with participants to provide vital safety information. The participants are eligible for free car seats and certified child passenger safety technicians work with them to install the seats to ensure their children are properly restrained.

Research shows that car crashes are one of the leading causes of children’s injuries and deaths. “Buckle Up for Life” will help save lives, Garcia said. “I

Movies

continued from page 6

ter (Sara Serraiocco). Support cast includes Luigi Lo Cascio, Mario Pupella and Jacopo Menicagli. (In Italian and Sicilian with subtitles)

See You Next Tuesday (Unrated) Dysfunctional family dramedy, set in Brooklyn, about an unemployed, pregnant woman’s (Eleanore Pienta) toxic relationships with her mother (Dana Eskelson), her lesbian sister (Molly Plunk), and her sister’s live-in lover (Keisha Zollar). Support cast features Taylor Dior, Stephan Goldbach and Michele Meises.

To Be Takei (Unrated) Reverential retrospective about the life and career of George Takei, the actor best remembered as the original Star Trek’s Lieutenant Sulu.

Winter in the Blood (Unrated) Screen adaptation of the James Welch best-seller of the same name, set in Montana, about an alcoholic Native American’s (Chaske Spencer) self-destructive spiral in the wake of a series of family tragedies and personal setbacks. Cast includes David Morse, Gary Farmer and Julia Jones.

MULTNOMAH COUNTY HEALTH DEPARTMENT BUDGET ANALYST

Closing Date: 08/28/14 11:59 PM
Salary: \$55,499.04 - \$68,256.72 Annually

The Budget Analyst supports the department by coordinating the development, preparation, and submission of department’s annual department budget which is comprised of program offers in FY2015 totaling \$167 million and 1003 FTE. Prepares budget files, performs financial forecasting and budget related projections; prepares and submits modifications in accordance with county and state budget law to secure approval of authorized budget changes through the Board of County Commissioners. The position monitors the department’s budget, balances and reconciles funds, inputs budget changes into SAP, reconciles legal appropriation with department spreadsheets and databases, and coordinates Business Services’ efforts to improve financial competency for all Health Department staff. For more info and to apply for this job visit us at www.multcojobs.org. EOE

8-20-14

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Ballpark, home of the Cincinnati Reds. The reception honored Dr. Garcia for his role as visionary of the life saving program.

The program has operated in 11 cities across the country and plans to add three cities a year. The program runs in: Cincinnati, Los Angeles, Las Vegas, New York, Memphis, Chicago, Phoenix, Houston, Philadelphia, Orange County and

San Antonio.

With all that Dr. Garcia has accomplished with “Buckle Up for Life,” he said he is not done yet. “This is not the final version,” he said. “Come back in 10 years. . .” His vision is to have the program active in “every city, every neighborhood and every community.

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Lane Community College, Eugene, Oregon
Advertisement for: **Center for Learning and Student Success – Bid Package #3**

Lease Crutcher Lewis, LLC, serving as the Construction Manager/General Contractor (CM/GC) for Lane Community College is soliciting bids for the construction of the Center for Student Success in Eugene, Oregon. Terms and conditions of the bid are outlined in Lease Crutcher Lewis, LLC (CM/GC) “Invitation to Bid”, dated August 5th, 2014, attached to and made a part of the Contract Documents.

Bids will be received at the offices of Lease Crutcher Lewis, LLC, (CM/GC), 550 SW 12th Avenue, Portland, Oregon 97205, until 3:30 PDT, September 9, 2014 at which time the bids will be publicly opened and read aloud. Proposals shall be clearly marked “Center for Student Success: Bid Package #3”

The total building construction cost is projected to be approximately \$26 million.

The scope of work for Bid Package #3 includes demolition, excavation, underground utilities, structural steel, exterior skin, roofing, glazing, framing and drywall, finish carpentry, plumbing, electrical, HVAC, fire sprinklers, flooring, interior finishes, site concrete, landscaping, and equipment. It is the Intention of Lease Crutcher Lewis, LLC to submit bid(s) for portions of this work.

A mandatory pre-bid conference for the Mechanical & Plumbing, Fire Sprinklers, Electrical, Demolition, Controls and Structural Concrete scopes of work (optional for remaining scopes), will be held on August 26th at 1:00 pm at the jobsite location on the Lane Community College Campus at NW corner of Center Building. (approximate address for reference is 4000 E. 30th Ave, Eugene, OR 97405).

Contract Documents and the Invitation to Bid may be reviewed at the following locations beginning **August 13th**: Lease Crutcher Lewis, LLC (CM/GC)/Portland, OR; Daily Journal Plan Center/Portland, OR; Eugene Builders Exchange/Eugene, OR; Oregon Contractors Plan Center/Clackamas, OR; S.W. Washington Contractors Assoc./Vancouver, WA; McGraw-Hill Construction Dodge/Portland, OR.

Contract Documents may be purchased (non-refundable) in its entirety or in part from Precision Images, (503) 274-2030.

Contract Documents are available online through the following Lewis FTP site: Subcontractor log in: <https://lewisbuilds.exavault.com/share/view/42p7-6kl4lw3i>

All proposers must comply with the following requirements: Prevailing Wage Law, ORS 279C.800-279C.870, Licensed with Construction Contractors Board ORS 671.530. Bidder shall indicate Resident Status per ORS 279A.120. If Required, Bidders must obtain business licenses to perform work in the City of Eugene prior to mobilizing on jobsite.

Bids will not be considered unless RECEIVED by 3:30 p.m. PDT on September 9, 2014, and fully completed in the manner provided by the “Instructions to Bidders”.

“NOTICE OF REQUIREMENT FOR AFFIRMATIVE ACTION TO ENSURE EQUAL EMPLOYMENT OPPORTUNITY (Executive order 11246)”.

Lease Crutcher Lewis, LLC (CM/GC) is committed to taking affirmative action to encourage and facilitate the participation of minority, women-owned, and emerging small business enterprises (M/W/ESBE) in State projects and encourage Subcontractors to provide similar opportunities for their subcontractors / vendors.

LEASE CRUTCHER LEWIS, LLC, (CM/GC)
Tanner Perrine

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