

Makeup cont'd from pg 1

processing company. She told interviewers she was interested in makeup, and they told her the job would teach her the basics of chemistry and formulation.

In 2009 Hayes launched Hue Noir, a line of makeup specifically for women of color, with an emphasis on darker shades.

ican-made — and most products are made at the Beaverton facility, though Hayes anticipates having to work with contract manufacturers for larger-scale projects in the future.

Hayes had considered moving to Portland to launch Hue Noir. Her husband was initially re-

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Products are available through the company's website as well as Costco.com — and lipsticks are sold locally at Made-HerePDX, a shop dedicated to selling work by local designers and manufacturers. (The store has three locations — the Pearl district, downtown and on North Mississippi Avenue. Hue Noir lipsticks are currently available at the Pearl location and Hayes expects they will be available at the Mississippi store in the near future.)

There is no published list of the number of beauty product companies owned by Black women. But smaller cosmetics companies have multiplied in recent years, creating an opportunity for Hayes to serve demographics larger beauty companies have often neglected.

The company, based out of Beaverton, is small: Hayes has two full-time employees and a couple of interns and occasionally uses temporary help.

The majority of raw materials are sourced domestically and the brand is certified Amer-

luctant, but was offered a job as general counsel for Nike, and the rest was history.

“I think Portland played into the strategy that I used for my business,” Hayes said. “I feel like there are a lot of resources and opportunities to network.”

Hayes lives in Beaverton and likes having a short commute after living in Los Angeles, but did say she sometimes feels isolated from Portland's African American community.

She does get to connect with customers at trade shows — she works five to six trade shows per year. They've also been fruitful for putting her in contact with major retailers. But they provide Hayes with her favorite on-the-job moments: seeing customers find a shade of makeup that works for them. Those moments remind Hayes of being a child and experimenting with her mother's lipstick.

“A lot of our consumers have been people who've not been able to find anything good for themselves,” Hayes said.



PHOTO COURTESY OF SEI

PepsiCo, Partners Donate Food to SEI

On Dec. 18 PepsiCo distributed holiday food boxes to Self Enhancement, Inc. (SEI). PepsiCo donated \$10,000 to SEI to support youth and their families during the holiday season. In addition, SEI received other food donations from local community partners Franz, Oregon Food Bank and United Salad. Holiday food boxes contain everything needed for a holiday traditional meal such as 10- to 15-pound ham, macaroni and cheese, stuffing, rolls and more. Boxes were distributed by PepsiCo and SEI staff to more than 200 families.

PSU cont'd from pg 1

Maseeh College of Engineering and Computer Science at Portland State University, is hoping to change that by getting more students interested in computer science.

Through a \$1 million National Science Foundation grant awarded to PSU's Maseeh College,

“I have long been concerned that we have failed to attract a broad and diverse set of students to computer science

Hook's team plans to bring inclusive computer science curriculum to high school students of all backgrounds across Oregon, particularly those who have been historically underrepresented in these classes.

“I have long been concerned

that we have failed to attract a broad and diverse set of students to computer science,” said Hook, who joined PSU in 2004.

“A working knowledge of computer science is quickly becoming fundamental to being an informed member of society.”

The grant will fund Computer Science for Oregon, a professional development program that will train, develop and coach Oregon high school teachers to deliver entry-level computer science coursework to their students.

The curriculum, called Exploring Computer Science (ECS), was developed by Joanna Goode — a University of Oregon education studies associate professor — and has been adopted by urban school districts in Los Angeles, Chicago and New York.

“Today's world is one in which there are many hidden kinds of



privilege,” said Hook. “In some schools, only certain kids are tracked into computer science classes. Most computing work is presented in the context of the dominant culture which leaves out many students.”

“With Computer Science for Oregon, we'll focus on negating the effects of these kinds of privilege and placing computer science thinking in the context of students' own cultures.”

Computer Science for Oregon is scheduled to begin training high school teachers as early as spring 2018, while the curriculum for students will be available next school year.

Homelessness cont'd from pg 1

ples, families, and women experiencing domestic violence.

“We opened new seasonal and severe weather shelters,” said Kafoury. “And we increased the number of people who moved back into permanent housing and helped record numbers of people from ever becoming homeless in the first place.”

Even so, homelessness continues to challenge the county and the city of Portland, while critics of policy say elected officials are not doing enough.

Mayor Ted Wheeler recently came under fire by social justice advocates when he designated eight city blocks in downtown Portland as a ‘no-sit’ zone. They say the decision contradicts Wheeler's campaign promises of working to protect and house the city's marginalized population.

“Ted Wheeler has chosen to fast-track more no-sit zones to prevent houseless individuals from being where businessmen don't want to see them,” wrote protest group Portland's Resistance on its Facebook page. “Banning people

“This is not normal and it is not acceptable

from sitting in public spaces is not a solution to the housing crisis. It further dehumanizes our most vulnerable community members.”

The zoning move was largely to appease tourists and commercial spaces in the eight-block stretch, which the mayor has called a “high pedestrian

zone.” Among the businesses located there is one of Columbia Sportswear's headquarters.

Its CEO, Tim Boyle, penned an op-ed for *The Oregonian* last month in which he outlined instances of crime and harassment experienced by his employees from people on the street outside his building.

In defense of the zoning, Wheeler responded with his own op-ed in *The Oregonian*, where he wrote that the ‘no-sit zone’ “gives authorities the flexibility they need to address specific public safety or public health threats in congested areas, by keeping our sidewalks accessible and walkable. This common-sense approach will not be used to harass homeless people as some have wrongly suggested.”

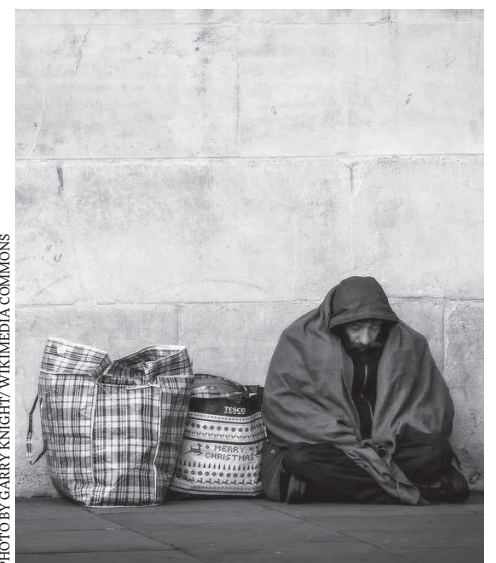


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More than one third of the homeless deaths in Multnomah County occurred in public spaces.