

Ultimate OPEN HOUSE Choose from **45** new homes to tour in your favorite neighborhoods: **April 26-27 & May 3-4** **FREE!**

Presented by **AW Natural** **STANDARD TV & APPLIANCE** Map your route to the best new homes now >>

(http://ads.oregonlive.com/RealMedia/ads/click_lx.ads/www.oregonlive.com/opinion/2012/05/four_fast_rules_on_how_to_cour.html)

Menu

Set Weather

Subscribe

Sign In Search

(http://ads.oregonlive.com/RealMedia/ads/click_lx.ads/www.oregonlive.com/opinion/2012/05/four_fast_rules_on_how_to_cour.html/1590620779/Tower/OREG (http://www.oregonlive.com/)

Dns pd qr psjcqmi f nu rmanspr Mpceni k g mppgcqg cjcargni 0. /0

ank k cl rq

Print (http://blog.oregonlive.com/opinion_impact/print.html?entry=2012/05/four_fast_rules_on_how_to_cour.html)
 (http://connect.oregonlive.com/staff/olivequestop/index.html) By **Guest Columnist**
 (http://connect.oregonlive.com/staff/olivequestop/posts.html)
 Follow on Twitter (<http://twitter.com/oregonian>)
 on May 07, 2012 at 4:30 AM

(http://ads.oregonlive.com/RealMedia/ads/click_lx.ads/www.oregonlive.com/)

Wns pMng grl



(http://blog.oregonlive.com/myoregon/index.html)

KwMpceni & rrr8 - jne,mpceni jg c,ank - k wmpceni

Online letters to the editor from readers of The Oregonian and OregonLive. ... Read the letters.» (<http://blog.oregonlive.com/myoregon>)

By **Ronault L.S. Catalani**

(http://ads.oregonlive.com/RealMedia/ads/click_lx.ads/www.oregonlive.com/opinion/2012/05/)

We're well into another election season, and candidates for office have got to be asking their brightest staff, "How do we get these guys' support?"

"These guys," of course, would be Oregon's Africans and African Americans, our Asians and islanders; our Arabs and Persians; all our Russian- and Spanish-speakers. It means New Americans' earnest contributions in volunteers and cash -- the stuff of local legend. Ask former Gov. Barbara Roberts or former Multnomah County Commission Chair Beverly Stein or former Portland Mayor Tom Potter.

If urban myths are not persuasive, maybe these facts are: Oregon Asians and Latinos alone add up to \$12.6 billion in purchasing power. We are 113,715 voters.

So, campaign staffers: In a layout lending itself to folding into tidy quarters for hip pockets, here's a column of four fast rules for engaging our American dreamers. Be advised that non-Western communities are acutely tuned to sincerity. Right words without real feelings will get you exactly the same smiles and nods as cruel colonialists, ferocious occupiers and uncaring government guys got back home.

And there you have it:

Fast Rule 1: Say nothing you don't mean in your very bones.

Fast Rule 2: Joy is better than sorrow.

At a big annual celebration not long ago, the aides for Oregon's senior senator evidently forgot to cue him that recalling the incarceration of entire Japanese American Portlander families for the duration of World War II is not so cool.

Better than bringing back our treasured elders' pain is sincerely thanking Nikkei America for resuscitating the U.S. Constitution -- for the sake of the next and the next ethnic minority neighborhood our edgy nation gets crazy about.

Rule 2 does not propose that policy leaders shouldn't acknowledge how much harm America's wild mood swings do here and in the lands we sailed from. Taking responsibility and expressing sorrow is what's expected of good leaders. Do that. Then pause.

Then say how much our ridiculous optimism and our stubborn loyalty to American ideals means to this otherwise cynical nation's momentum. And mean it. But again, if you haven't been inside our communities enough to really feel it -- say nothing. Humble silence is better than overt insincerity. Reread Rule 1.

Fast Rule 3: Don't talk up deeds that are your job.

Mng grl Pcqns pacq

Fnu bmGqs` k g jcrccprmr f c cbgmpmp_ escqr anj sk l = & rrr8 - u u u ,mpceni jg c,ank - m

?` nsr Rf c Mpceni g l %mng grl cbgmpq & rrr8 - u u u ,mpceni jg c,ank - m

Pc_b nspNsjgxcpc Naxc+u d l d e cbgmpq jq ` nsr NCPQ & rrr8 - rrmq,mpceni jg c,ank - r, nsjgxcpc g bcv+ njbcqr, f rk j! g a_pj k +pr+0'

?arg c Bgasqqni q

Knr Pc_b



Struggles of Rockets' James Harden carry over into locker room argument with reporter

(<http://www.oregonlive.com/blazers/index.ssf/2014/04/struggles-read>)

Elite 2015 running back Taj Griffin verbally commits to Oregon
(http://www.oregonlive.com/ducks/index.ssf/2014/04/elite_2k-read)

Broad-shouldered Americans agreed nearly 50 years ago to integrate our several ethnic streams into our economic mainstream. We made it the law. The U.S. Supreme Court affirmed again and again that getting it done is our government's job. Candidates already in office best not brag about what we already expect of you.

Tell us about work done that's not in your position description, about deeds done at substantial political risk. By analogy: Cops don't talk up cuffing a 7-Eleven robber; it's their job, and the public expects good police work. But an officer talking down an angry, possibly armed, teenager -- despite his legal authority to use lethal force, despite his pounding heart -- that kind of courage earns our affection.

Our state's marginalized communities -- our mentally ill and differently abled, our non-heterosexual and non-Anglo -- are Oregon's no-nonsense breathalyzers for common courage, for kindness.

Fast Rule 4: Have we done noodles?

Sometimes our state's muscular ethnic minority elders and activists are also in mainstream positions of influence and public prominence. Really. It happens.

Take Rep. Lew Frederick, D-Portland. He's busy in Oregon's Legislature as well as around our communities' raucous kitchen tables. Of course, there are other black and brown women and men with government authority -- maybe four, maybe five -- in a state of 3,871,859.

The point is, although Oregon's ethnic minority streams are woefully underrepresented in our mainstream's democratic processes, this does not mean we're lacking tough and tender leadership in our vigorous communities.

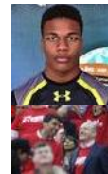
Accordingly, Rule 4 says: Rather than reciting good deeds that are your job (see Rule 3), tell your audience of nodding black and brown faces exactly whose kitchen table or taqueria, whose mosque or church basement you've worked and worked at until your worried spouse called.

And if that's not yet true for you, call me. Name an eastside noodle shop, say how many hours you have for problem-solving. Ten community heavy lifters will deal you into our dreams.

Thereafter, cash in on these elder aunties' and big uncles' names. Credit scores count.

And I assure you, New Americans have always given much, much more than we take.

Ronault L.S. Catalani is an activist-lawyer in West Coast America and Southeast Asia and author of "Counter Culture: Immigrant Stories From Portland Cafe Counters."



Quick: A city, and a team, embrace the blessing that is LaMarcus Aldridge

(<http://www.oregonlive.com/blazers/index.ssf/2014/04/quick-read>)



Oregon schools' big switch to academics-only grades, with no penalty for late papers or missing homework, is kaput

(<http://www.oregonlive.com/education/index.ssf/2014/04/ore-read>)



What's Portland's most crime-ridden bus line? 10 facts about TriMet's latest crime stats

(http://www.oregonlive.com/commuting/index.ssf/2014/04/wlid.html#incart_most-read)

	FOR SALE	FOR SALE
	La Center, WA	Portland, OR

Pcj_rcb Qmpgq	
Bck nt qntif rc \$ rcpmpgk	Rf c i cu k c i d e n d k d m p r w d M p c e n t
& r r n 8 - j n e m p c e n t j d c a n k - k w m p c e n t -	& r r n 8 - u u u n p c e n t j d c a n k - n m d q n i - d

Opinion



Four fast rules on how to court Oregon minorities in election 2012
 by **Opinion**

Four fast rules on how to court Oregon minorities in election 2012
 by **Opinion**

Four fast rules on how to court Oregon minorities in election 2012
 by **Opinion**



Navigation

- About OregonLive.com (<http://www.oregonlive.com/about-us/>)
- Jobs at Oregonian Media Group (<http://www.oregonianmedia.com/employment-us/>)
- Advertise with us (<http://www.oregonianmedia.com/advertising/>)
- Contact Us (<http://www.oregonianmediagroup.com/about-us/contact-us/>)

Local News

- The Oregonian (https://orgiservices.dticloud.com/cgi-bin/cmo_cmo.sh/custservice/web/addrfind.html)
- Hillsboro Argus (<http://www.oregonlive.com/argus/subscribe/>)
- Email Newsletters (<http://www.oregonlive.com/newsletters/>)
- Text Alerts (<http://www.oregonlive.com/text-alerts/>)
- RSS (<http://www.oregonlive.com/siteindex/>)

Account & Services

- Manage your Subscription (https://orgiservices.dticloud.com/cgi-bin/cmo_cmo.sh/custservice/web/login.html?stateInfo=haGkkmckhbtakgw1465)
- Delivery feedback (https://orgiservices.dticloud.com/cgi-bin/cmo_cmo.sh/custservice/web/login.html?stateInfo=haGkkmckhbtakgw1465)
- Place a vacation hold (https://orgiservices.dticloud.com/cgi-bin/cmo_cmo.sh/custservice/web/login.html?stateInfo=haGkkmckhbtakgw1465)
- Make a payment (https://orgiservices.dticloud.com/cgi-bin/cmo_cmo.sh/custservice/web/login.html?stateInfo=haGkkmckhbtakgw1465)

Opinion

- News (<http://www.oregonlive.com/news/>)
- Business (<http://www.oregonlive.com/business/>)
- Sports (<http://www.oregonlive.com/sports/>)
- High School Sports (<http://highschoolsports.oregonlive.com/>)
- Entertainment (<http://www.oregonlive.com/entertainment/>)
- Living (<http://www.oregonlive.com/living/>)
- Travel (<http://www.oregonlive.com/travel/>)
- Opinion (<http://www.oregonlive.com/opinion/>)

Local News

- Clackamas County (<http://www.oregonlive.com/clackamas/>)
- Clark County (<http://www.oregonlive.com/clark/>)
- Gresham (<http://www.oregonlive.com/gresham/>)
- Portland (<http://www.oregonlive.com/portland/>)
- Washington County (<http://www.oregonlive.com/washingtoncounty/>)
- More Local News (<http://www.oregonlive.com/local/>)

Mobile

Mobile site (<http://mobile.oregonlive.com/>) | iPhone, Android apps (<http://www.oregonlive.com/mobile-device/>) | Tablet Apps (<http://www.oregonlive.com/mobile-device/>)

Community

- Forums (<http://www.oregonlive.com/forums/>)
- Videos (<http://www.oregonlive.com/videos/>)
- Photos (<http://photos.oregonlive.com/>)
- Interact with us (<http://www.oregonlive.com/interact/>)
- Weather (<http://www.oregonlive.com/forecast/>)

Social Media

- Twitter (<http://twitter.com/oregonian>)
- Facebook (<http://facebook.com/theoregonian>)
- Google+ (<http://google.com/+oregonian>)
- Pinterest (<http://pinterest.com/theoregonian>)
- Instagram (<http://instagram.com/theoregonian>)



(<http://www.advancedigital.com/>)

Registration on or use of this site constitutes acceptance of our [User Agreement](http://www.oregonlive.com/useragreement/) and [Privacy Policy](http://www.oregonlive.com/privacypolicy/)

© 2014 Oregon Live LLC. All rights reserved ([About Us \(http://www.oregonianmediagroup.com/\)](http://www.oregonianmediagroup.com/)).

The material on this site may not be reproduced, distributed, transmitted, cached or otherwise used, except with the prior written permission of Oregon Live LLC.

Community Rules (<http://www.oregonlive.com/forums/index.ssf?rules.html>) apply to all content you upload or otherwise submit to this site. Contact interactivity management. (<http://www.oregonlive.com/interactivity/>)

 Ad Choices (http://www.advance.net/advancedigitalUserAgreement#opt_out)