

U.S. SMALL BUSINESS ADMINISTRATION
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PORTLAND DISTRICT
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**The SBA Portland District Office
Small Business Journalist of the Year
*Jonathan Brinkman, Reporter
The Oregonian***



Jonathan Brinkman

Portland, Ore. – SBA Oregon District Director, Harry DeWolf, announces that Jonathan Brinkman, Reporter for the Oregonian, is the SBA 2008 Small Business Journalist of the Year for the state of Oregon. Brinkman will receive his award at the Oregon SBA's Small Business Week Awards Gala May 22, 2008, 5:00 p.m. – 9:00 p.m. at the Oregon Convention Center, 777 NE Martin Luther King Jr. Blvd. in Portland, Oregon. Awards will also be given to the Small Business Person of the Year, to Small Business Champions and a Service Excellence and Innovation Center Award to a small business development center.

Jonathan Brinkman was born on February 19, 1960. He received a bachelor's degree from Yale University and a master's degree from the Columbia University Graduate School of Journalism. Brinkman worked in newspapers in New York, New Jersey, Connecticut, Ohio, and Idaho before starting with The Oregonian in 1996. He has covered salmon and the environment for the paper until 2004, when he began writing for the business section, covering small business.

Since 2004, Brinkman has engaged both the general and small business community. This engagement has resulted in a better understanding of small businesses and the overall business community in general and has also created an opportunity for the general community to interact and connect with small business.

Brinkman tells compelling, local business stories that have broader, national implications. He has a unique and original perspective on companies and issues that are important to his local community. His stories are unique. Each story is told in a compelling fashion with attention to detail and color, but each with an important business point as well.

The troubled Columbia Aircraft story reflects on the loss of jobs in Bend, Oregon as the company heads to bankruptcy court while pointing out how the loss of one company impacts an entire community.

His story on *It's raining tourist dollars* paints a wonderful picture of tourists eating their way through Oregon and bringing money to Portland's small business restaurateurs portrays Portland in a golden age of dining and drinking.

Brinkman's general coverage hits on all levels of the business community. His small business columns tell small businesses (and executives of larger companies as well) some interesting lessons about how to succeed at all levels and help small businesses score through the advice and training of successful and not-so-successful entrepreneurs.

He engages community sources by identifying and recruiting participants that share their business conversations, comments and insights. His sources are people in the community that provide threads of business interest to the largest possible audience. Jonathan takes the threads and creates stories that help and shape his business readers.

Brinkman skillfully tells a local story as it relates to a much bigger international theme. His commitment to small businesses brings a deep comprehensive understanding of the vital role of small business to the economy of the U.S. His well-researched stories contribute to bridging the diverse business communities of Oregon and the U.S.

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