

9th Annual Oregon Business Plan Leadership Summit
December 12-13, 2011
Oregon Convention Center

BREAKOUT SESSION GUIDE

Breakfast Breakout Sessions

8:00am Regional Opportunities for Business and Job Growth

Business and economic development leaders from across Oregon will present jobs/economic development challenges or opportunities for their region. Oregon's US Senators, the Governor's Regional Solutions coordinators, policymakers, state agency leaders and other key players respond with how they will help tackle the challenges or realize the opportunities.

NW Oregon and Central Coast

Room D135 Northwest - Oregon's Katrina: Rebuilding Flood Ravaged Vernonia

In the aftermath of devastating flooding, opportunities abound for rebuilding Vernonia, with the potential to share these successes with other struggling rural communities. With new schools at the center of the recovery effort, sustainable practices, trail tourism and small manufacturing show the way to a resilient community future.

Moderator: Lauren Beeney, Program Coordinator, Oregon Solutions

Speakers: Tom Kelly, President, Neil Kelly Co.

Mark Ellsworth, Governor's Regional Solutions Coordinator

Tony Hyde, Columbia County Commissioner

Alissa Keny-Guyer, Oregon State Representative

Betsy Johnson, Oregon State Senator

Central Coast - Welcoming the future: NOAA's Pacific Marine Operations Center and What it Means for the Economy of the Central Coast

When the Port of Newport landed this premier research facility, Oregon and the community of Newport were given a unique set of opportunities and challenges. While immediately benefiting from the direct employment, the community now has the opportunity to capitalize on a full range of economic development opportunities. Some of these knowledge-based businesses are fully known and others will only emerge over time. The challenge will be in preparing to capitalize on this future.

Moderator: Jessica Rodriguez-Montegna, Oregon Solutions

Speakers: Don Mann, Port of Newport

Caroline Bauman, Economic Development Alliance of Lincoln County

Mark Ellsworth, Governor's Regional Solutions Coordinator

Eastern Oregon

Room E145 Restoring Health to our Eastside Forests and Communities

Eastern Oregon faces a growing federal forest health crisis while what remains of the wood products industry in the area struggles to survive. Preserving and strengthening the existing wood products industry is the answer to addressing the forest health concerns while also offering jobs in the economically depressed rural communities surrounded by these forests.

Moderator: Pete Dalke, Oregon Solutions

Speakers: Tom Insko, Boise Cascade

Scott Fairly, Governor's Regional Solutions Coordinator

Ann Forest Burns, American Forest Resources Council

Mark Davidson, Union County Commissioner
Brett Brownscombe, Governor's Deputy Natural Resources Advisory

Restoring Water Deficits and Creating Jobs in NE Oregon

How aquifer recharge and other tools can increase economic activity in NW Oregon

Moderator: Pete Dalke, Oregon Solutions

Speakers: JR Cook, Umatilla Basin Water Commission

Scott Fairly, Governor's Regional Solutions Coordinator

Phil Ward, Director, Oregon Water Resources Department (Invited)

HWY 97 Corridor

Room D136 Mid- Columbia Region - Housing Impacts to Economic Development

The Mid-Columbia region has been actively working to address a variety of critical housing needs. On the eastern end, the region is seeking to address barriers related to permanent construction home ownership financing. On the western end, local governments are considering creative collaborations to address shortages in rental workforce housing, considering the interaction between workforce housing, job retention and workforce training. This discussion will seek to understand new market pressures, current needs and identify avenues to support adequate housing in the Mid-Columbia region.

Moderator: Kim Travis, Oregon Solutions

Speakers: Amanda Hoey, Executive Director, Mid-Columbia Economic Development Council

Annette Liebe, Governor's Regional Solutions Coordinator

Ruby Mason, Mid-Columbia Housing Authority

Gary Thompson, Sherman County Judge

Central Oregon and Klamath Basin- Upgrading Highway 97, Oregon's Freight Backbone

Strategies will be discussed for improving capacity for this critical transportation asset for freight mobility, growing communities and economic development opportunities. Included will be information on innovative funding mechanisms for large-scale improvements, the connection with with rail transport, and creative solutions to issues like the Transportation Planning Rule (TPR).

Moderator: John Hummel, Oregon Solutions

Speakers: Roger Lee, Economic Development for Central Oregon

Trey Senn, Director, Klamath County Economic Development Association

Annette Liebe, Governor's Regional Solutions Coordinator

Bob Bryant, Oregon Department of Transportation

Tammy Baney, Oregon Transportation Commissioner

Willamette Valley and Umpqua Valley

Room F150 Willamette Valley: Regional Industrial Lands Readiness – Wetlands Mitigation

All large (10+ acre) industrial sites in Linn and Benton Counties are known or suspected to be substantially constrained by on-site wetlands. Industry doesn't know if they can develop on these sites until they have invested in plans and completed separate State and federal wetlands permitting processes that often take over a year to complete and carry different approval requirements. In this session, regulators and economic developers will discuss an innovative approach to getting over this substantial economic development barrier.

Moderator: Steve Bryant, Oregon Solutions

Speakers: Pam Silbernagel, Oregon Cascades West Council of Governments

Bobby Lee, Governor's Regional Solutions Coordinator

John Pascone, President, Albany-Millersberg Economic Development Corporation

Kirk Jarvie, Department of State Lands

Southern Willamette Valley and Umpqua Valley - The Future of the O&C Lands

Western Oregon O & C Lands: Current Challenges and Future Management

Moderator: Steve Bryant, Oregon Solutions

Speakers:

Cameron Krause, Swanson Group, Inc.

Richard Whitman, Governor's Natural Resource Advisor

Southwestern Oregon

Room F151 South Coast- Developing the Bay of Coos for International Commerce

Right now the Southern Oregon Coast is on the precipice of economic development opportunities unlike it has seen in 30 years. Key to that is utilization of its major waterway for commerce. How can we break through the regulatory and political barriers to make this vision a reality?

Moderator: Jim Jacks, Project Manager, Oregon Solutions

Speaker: Sandy Messerle, South Coast Development Council, Inc

Arnie Roblan, Co-Speaker of the Oregon House of Representatives

Richard Whitman, Governor's Natural Resource Advisory

Rogue Valley- Closing the Regional Workforce Skills Gap

Southern Oregon leaders will speak to the skills gap they are currently experiencing in their workforce (even with the high unemployment rate), how this impacts their ability to grow businesses and create new jobs, and the need for both long-term and more immediate remedies to bridge this gap.

Moderator: Jim Jacks, Project Manager, Oregon Solutions

Speakers: Ron Fox, Executive Director, Southern Oregon Regional Economic Development

Jim Fong, The Jobs Council

Jeff Griffin, Governor's Regional Solutions Coordinator

Ben Cannon, Governor's Education Policy Advisory

Agnes Balassa, Executive Director, Oregon Workforce Partnership

Afternoon Breakout Sessions- The Jobs Agenda

1:45pm Industry Sector Breakout Sessions

Learn about Oregon's key traded-sector industries and how we can support their success in OR.

Advanced Manufacturing: Manufacturing Growth Through Innovation

Room E142

Manufacturers in Oregon and the U.S. have helped to lead the economy out of recession by focusing on improvements to their productivity, supply chain, and internal operations. To better understand how manufacturing businesses achieve world class status, the American Small Manufacturers Coalition has conducted the Next Generation Manufacturing Survey with 800 businesses. This session will review the key strategies addressed by the survey and facilitate a panel discussion among three Oregon manufacturing executives focused on their respective companies' progress in implementing these strategies.

Moderator: Chris Scherer, Oregon Manufacturing Extension Partnership

Speakers: Charlie Lake, President, Warne Scope Mounts

Martha Cox, CFO, Columbia Steel Castings

Mark Sheppard, Operations Manager, Givaudan-Silverton

Biotechnology: an Innovation Engine for the New Economy

Room D134 Having endured our most recent recession, the bioscience industry has been one of Oregon's economic bright spots (growing 4.1% to \$4.1B in 2009). In this session, OR's fastest growing bioscience companies will explain how they intend to drive Oregon's innovation economy. Along with Oregon's growing Biopharmaceutical industry, Oregon has a strong base of medical device companies who have leveraged the advanced electronics, engineering, software and manufacturing expertise originally nurtured in the Silicon Forest. The panel will discuss why Oregon is becoming a hot new market for bioscience innovation and collaborative research.

Moderator: Dennis McNannay, Executive Director, Oregon Bioscience Association

Speakers:

Peter Murray, General Manager, Welch Allyn,

Michael Baker, Founder, Home Dialysis Plus

Juergen Lindner, General Manager, Biotronik

Mark Ahn, CEO, Galena Biopharma

Education Technology Industry: Driving Growth In and Outside Oregon

Room E141 Hosted by the NW Education Cluster, the session will provide Summit participants with a better picture of Oregon's current Education Technology Industry and how local companies are thriving in today's environment. Founded in 2003, the NW Education Cluster has over 40 member companies representing over 2,000 employees. The session will provide an overview of Education Technology Industry leaders, including what it takes to be competitive in the industry and what that means for Oregon.

Moderator: Jim Snyder, Director, Northwest Education Cluster

Speakers:

Bill Kelly, CEO, Learning.com

Matt Chapman, President and CEO, NW Evaluation Association

Deme Clainos, CEO, StudyDog

Oregon's Forest Cluster: Improving Forest Health and Utilization of Biomass Energy through Policy, Innovation and Marketing

Room E144 This panel will tell the story of forest management and wood products usage with a focus on expanding the market for wood products domestically and internationally, managing our public forests to restore forest health and rural economic vitality, and using wood products – especially innovative wood products in local construction. The session will feature a panel discussion where the three executives discuss their firm's approach to addressing the Oregon Business Plan priority issues of "Improving Forest Health" and "Increasing Utilization of Biomass Energy."

Moderator: Paul Barnum, Executive Director, Oregon Forest Resources Institute

Speakers:

Matt Donegan, Co-president, Forest Capital Partners

Bruce Daucsavage, President, Ochoco Lumber Company

Steven Simpson, Principal, THA Architecture Inc.

Computer and Electronics Equipment Manufacturing: Building in Oregon for the World

Room D133 This session will provide current data on the impact of the technology manufacturing sector on Oregon, the role of exports in that sector, and how Oregon can remain a key manufacturing sector serving global markets. Session attendees will see that high tech

continues to be a key manufacturing sector in the state, that Oregon is a key technology manufacturing location in the U.S., and that companies strive to retain locations in Oregon while fighting to excel in global markets.

Moderator: Jim Craven, Director of Legislative & Public Affairs, TechAmerica

Speakers:

Jill Eiland, Northwest Region Corporate Affairs Manager, Intel

Eric Meslow, CEO, Timbercon

David Schaezler, CFO, nLight.

Operation Heavy-Lift: Oregon's Heavy-Lift Helicopter Industry

Room E148 Eighty-five percent of the world's heavy-lift helicopter industry is based in Oregon. Representatives of this key Oregon industry will report on their economic impact in Oregon, share the breadth of their innovative work throughout the world, and discuss key components to maintaining their competitive advantage.

Moderator: Colleen Padilla, Business Development Manager, Southern Oregon Speakers:

Regional Economic Development, Inc.

Wayne Nix, Marketing Representative, Columbia Helicopters

Elise Bair, Director of Business Development, Evergreen Helicopters

Martin Cude, Construction Sales Manager -- Aerial Services, Erickson Air-Crane

Oregon's Software Industry: Creating What's Next

Room E147 Oregon's software industry is rapidly expanding and leading Oregon's economy out of the recession. In this session, two of Oregon's fastest-growing companies will share the ways in which they are dramatically improving the delivery of media and healthcare services across a variety of platforms. Representatives of some of Oregon's market-leading, venture-backed companies will explain why they chose Oregon to start and grow, as well as their challenges to further expansion. Additionally, the session will articulate why Fortune 100 companies such as Google, Target, and Coca Cola are working with software startups in Portland to foster innovation within their organizations.

Moderator: Skip Newberry, President, Software Association of Oregon

Speakers:

Sam Blackman, CEO, Elemental Technologies

Luis Machuca, President and CEO, Kryptiq

Rick Turoczy, General Manager, Portland Incubator Experiment at Wieden + Kennedy

Oregon Food Processing: Leading the Way with Innovation

Room D138 In this session, five dynamic senior management food manufacturing leaders will share results from a mature, nationally recognized Regional Innovation Cluster. The session will cover key business trends and industry program responses. It will also present results from a replicable innovation plan that fostered new products and generated / saved food processing jobs. The founder of an emerging rapid-growth company will share his passion with cluster involvement. Another company executive will provide more information on their Heart of the Workforce (HOW) Training Program, which includes disadvantaged workers, and is available to an entire sector.

Moderator: Clark Nelson, Kraft Foods (Nabisco), Chair, NWFPFA

Speakers:

Dave Zepponi, President, Northwest Food Processors Association

Ed Johnson, President, Oregon Cherry Growers

Marie Jensen-Osmunson, CEO / Founder, Chez Gourmet

Dean Stearman, VP / Chief Innovation Officer, DePaul Industries Food Group

Clean Technology: Tackling Global Challenges with Oregon Expertise, Experience, and Jobs

Room E143 This session will highlight Oregon's vibrant, growing array of companies innovating, developing and producing clean energy, energy efficiency solutions and cleaner, safer ways of building and sustaining the built environment. It will provide an overview of the Clean Technology sector and describe many areas in which Oregon has established a national leadership. Industry leaders representing companies as small as technology startups seeking their first round of private investment to large manufacturers will highlight the breadth of firms providing the 50,000+ clean economy jobs in Oregon, the policy priorities of these firms and the trends which will help them address some of the planet's biggest environmental, political and social challenges.

Speakers:

Ron Pernick, Managing Director, Clean Edge

Chris Ulum, CEO, Agilyx

Tim Miller, CEO, Green Lite Motors

Portland's Athletic and Outdoor Industry- Building a Global Hub

Room D140 Portland is increasingly recognized as the global hub for the Athletic and Outdoor industry. Leaders representing the depth of Oregon's Athletic & Outdoor industry will discuss the industry's economic impact, key challenges and opportunities and their outlook on industry trends and game changers. They will also touch on public-private collaborative efforts underway that raise the bar for industry competitiveness.

Moderator: Jennifer Nolfi, Business & Industry Division Manager, Portland Development Commission

Speakers:

Lisa Thompson, President, Icebreaker

James Curleigh, CEO, KEEN

Rob Morrison, Dir. of Marketing and Strategic Planning, Benchmade Knives, Inc.

Pete Hixson, Owner, Pistil

Oregon Creative Industries: We're Ready for Our Close-up

Room D137 Creative Industries are at the core of the new economy and Oregon Creative Industries was formed with the mission of connecting and growing the state's creative economy ecosystem. This session will offer highlights from Oregon's "Creative Industries" cluster, which includes top professionals from film, apparel, graphic design, marketing, software, and advertising companies. The panelists will showcase Oregon's creative talent, explain what creative industries contribute to the state's economy, and discuss how the industry can work together with the public and private sectors to add value to other industries.

Emcee: Shane Sasnow, Strategy & Innovation Facilitator, Forward Motion; Partnership Chairman, Oregon Creative Industries

Speakers:

Ryan Buchanan, CEO, eROI

Steve Gehlen, General Manager, eCommerce at Icebreaker Nature Clothing; President, Oregon Creative Industries

Jerry Ketel, Creative Entrepreneur (Past President & Creative Director of Leopold Ketel & Partners)

Joe McMurrian, Senior Artist & Illustrator, Wieden+Kennedy, Songwriter

Juliana Lukasik, Principal, Director, @Large Films

Steve Sandstrom, Partner, Executive Creative Director, Sandstrom Design

Mark Shapiro, Brand and Marketing Communications Manager, LAIKA

Shelley Stevens, VP Global Marketing, Waggener Edstrom

Agriculture: Oregon's Natural Cluster

Room D139 Oregon agriculture is a dynamic leader in production advances and innovation. Agriculture leads the state in exports by volume and is second in value, contributing over 12 percent of Oregon's total economy. Not only do Oregon's farms, dairies and nurseries rank as some of the highest producing in the country, but the agriculture industry is also a job creator – it produces approximately 234,000 Oregon jobs annually. In this session, leaders from the farm, nursery and dairy industries will talk about how they collaborate and compete on a state, national and global scale. Get ready to roll up your sleeves and rediscover a natural cluster of economic importance.

Moderator: Katy Coba, Director of the Board of Agriculture

Speakers:

Jerome Rosa, Owner/Operator of Jer-Osa Dairy, Past President of ODFA, and a member of the Board of Agriculture

Tracey Liskey, Owner of Liskey Farms, First Vice President of Oregon Farm Bureau, member of the Board of Agriculture

Tom Fessler, Owner of Woodburn Nursery & Azaleas, former OAN president, current Chair of the Board of Agriculture

3:15pm

Policy Breakout Sessions

Now that we've heard from leaders in some of our key industries about what they need to be competitive in Oregon, Summit participants will roll up their sleeves in these sessions to discuss policy and other changes that can help improve the overall climate for business and job growth.

Accelerating innovation, entrepreneurship and new business formation + growth

Room E145 Learn about some of Oregon's recent startup successes, our infrastructure for supporting entrepreneurs and new ideas, and a proposal to spark more investment in Oregon companies.

Moderator:

Rick Turoczy, General Manager, Portland Incubator Experiment at Wieden + Kennedy

Speakers:

Jim Coonan, Economic Development for Central Oregon and Oregon Entrepreneurs Network

Patrick Quinton, Portland Development Commission

David Beam, City of Newberg and Grow Oregon Commission

Skip Rung, Oregon Nanoscience and Microtechnologies Institute (ONAMI)

Patricia Beckman, Oregon Translation Research and Drug Development Institute (OTRADI)

David Kenney, Oregon Built Environment and Sustainable Technology Center (BEST)

Sam Pardue, Indow Windows

Wally Van Valkenburg, Stoel Rives and Chair, Oregon Business Development Commission

Ted Wheeler, Oregon State Treasurer

Tobias Read, Oregon House of Representatives

Simplifying and Streamlining Regulations and Permitting

Room D136 Effective regulations help preserve the environmental and social values we cherish in Oregon. Ineffective regulations and uncertainty around permitting processes drives away business and investment. Learn about recent efforts to accelerate permitting for industrial and infrastructure projects and what's next on the agenda as Oregon's policymakers launch

initiatives to create a more effective and efficient regulatory process.

Moderator: Jon Chandler, Oregon Homebuilders Association

Speakers:

Sandy Messerle, South Coast Development Council, Inc

Neil Nelson, Siltronic Corporation

Tom Hughes, METRO

Pat Allen, Oregon Building Codes Division

Fred Granum, Department of Justice

Carmen Calzacorta, Schabe, Williamson, and Wyatt

Michael Jordan, State of Oregon (Invited)

Boosting Oregon's Transportation Infrastructure

Room E146 Boosting our transportation infrastructure is a twofer. We get jobs today with better access to markets and a more robust economy tomorrow. From the Columbia River Crossing to investments in passenger and freight rail, Oregon has opportunities to put people to work now and strengthen our economy over the long haul. What's on the transportation agenda, what are the immediate next steps to advance these projects, and how do we pay for it in an environment of dwindling federal resources, the declining purchasing power of the gas tax, and no permanent funding for multi-modal transportation?

Moderator: Hans Bernard, BEST Coalition

Speakers:

Pat Egan, Chair, Oregon Transportation Commission

Lynn Peterson, Governor's Transportation Policy Advisor

Bruce Starr, State Senator

John Mohlis, Oregon Building and Construction Trades Council

Susie Lahsene, Port of Portland

Don Mann, Port of Newport

Improving the Utilization of our Federal Forest Resources

Room D135 Gov. Kitzhaber's recent policy speech presented to the Oregon Board of Forestry calls for more state involvement in finding a practical way for increased active management of our federal forests. The Nature Conservancy and other experts estimate that Oregon should be actively treating 500,000 acres per year of federal forests over the next 25 years to help prevent catastrophic fires and improve forest health. This would create hundreds of jobs and create a reliable source of fuel for Oregon's fledgling biomass industry. All across Oregon multi-stakeholder collaboratives have been doing this work at a local level. Come to this session to discuss how we take this work to scale.

Speakers:

Russ Hoeflich, The Nature Conservancy

Brett Brownscombe, Governor's Deputy Natural Resources Advisor

Cassandra Moseley, University of Oregon

Arnie Roblan, Co-Speaker of the Oregon House

Supporting Job Growth Through Workforce Development

Room E144 With 9%+ unemployment and nearly 200,000 Oregonians out of work, Oregon's workers and businesses face a number of challenges. Still, there are employers with high paying jobs who state that they can't find the skilled workers to fill them. What's going on? How can we close this workforce gap? In this session you will develop a better understanding of these challenges and promising approaches and proposals to address them.

Speakers:

Agnes Balassa, Executive Director, Oregon Workforce Partnership
Graham Slater, Research Administrator, Oregon Employment Department
Janice Chandler, HR Director, MEC Northwest & Screaming Circuits
Suz Montemayor, VP of HR, Motorcycle Superstore/Motorcycle USA
Carolyn Gardner, CFO, View Plus Technologies

Realizing Greater Economic and Environmental Benefits in NE Oregon from the Columbia River

Room D137 Farmers and environmentalists have a unique opportunity to create thousands of jobs while improving salmon runs in the Columbia River by partnering on more sophisticated methods for mitigating environmental impact, withdrawing, storing and using water in NE Oregon. Learn about the opportunities and discuss next steps to realize them in this session.

Speakers:

Fred Ziari, IRZ Consulting
Craig Reeder, Hale Farms
Joe Whitworth, Freshwater Trust
Kent Madison, Madison Farms
Richard Whitman, Governor's Natural Resource Advisor