

AllianceNEWS

A publication of Greater Portland's Chamber of Commerce

Welcome New Members

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Chinook Capital Management
Code A Check
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OnPoint Community Credit Union
Oregon Paralyzed Veterans of America
Pacific Office Automation
Paramount Equity Mortgage
Portland Haunted Tour
Start Making A Reader Today (SMART)
Studio Creations Northwest
Tricor Print Communications
Vic Alfonso Cadillac-Oldsmobile, Inc.

For more information about these new members visit www.portlandalliance.com.

Leadership Portland celebrates 2006 graduation

On June 8, Leadership Portland's class of 2006 graduated in a ceremony held at **NW Natural**. The 36 members of this year's class came from a wide variety of Portland businesses and organizations, including PGE, Pacificorp, United Way and Oregon Food Bank.

Leadership Portland was created by the Alliance to provide emerging leaders interested in community service with the skills and understanding necessary for future senior leadership positions within companies, civic betterment organizations and government in the Portland region.

"Leadership Portland's class of 2006 brought together talented individuals from a wide variety of Portland businesses," said Sandra McDonough, President and CEO of the Portland Business Alliance. "These individuals are all promising future community leaders and a valuable part of the Alliance membership."

Through Leadership Portland, participants gain an understanding of the challenges the community and region face and how to work successfully for positive change. They engage in interactive exercises and stimulating curriculum to build leadership skills that they can use in all parts of their lives.



The 2006 program began in January, with a retreat for all participants to meet and learn about the leadership program. Over the past five months, the class participated in eight education days focusing on state government and public policy, Portland history and leadership, criminal justice and public safety, business and economic development, healthcare and human services, building sustainable communities, cultural arts and the creative economy, and education.

The class divided into teams that met throughout the year to research specific topics and present findings. Through the project, each team focused on a specific community issue, determined the scope of the problem, identified community assets and best practices, and developed recommendations.

The issues chosen by the teams were transportation congestion, the creative class in Portland, early childhood development programs, electronic waste, the meth epidemic, and the impact of the mentally ill on the criminal justice system. To read more about these projects, visit the Alliance web site.

You can be a part of this valuable program. The Alliance is taking applications for Leadership Portland 2007. The application deadline for next year's program is September 1, 2006. To find out more information and download an application, go to www.portlandalliance.com.



Photo by anorthlightphoto.com
Class of 2006 members **Jeff Garrett** (l), **Tina Alexander** (c), and **Michelle Weisenbach** (r) celebrate at the Leadership Portland graduation reception June 8.

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Reflecting on our past accomplishments and future goals

SANDRA McDONOUGH
President and CEO

As we close out the books on another fiscal year at the Alliance, it is important to stop and recognize the great work that has been accomplished over the past twelve months and to set our sights on new goals for the year ahead.

This past year we've focused on lifting our level of membership service and boosting the impact of the Alliance on a local, state and federal level.

We've continued to seek ways to bring creativity and new interest to our member networking and educational events and have seen attendance rise significantly at nearly all of those functions. We've added nearly **300 new members** and our renewal rate is better than ever before. We've also added new ways for our members to save money through our member-to-member discount programs and our affinity programs. The value of membership in the Alliance has never been greater.

In the area of business advocacy, there have also been some great successes. In creating the first **Regional Business Plan**, we joined with 15 other business organizations, including the Oregon Business Council, and many public leaders to create a roadmap for the work we must do to achieve regional economic prosperity.

In cooperation with Mayor Potter and City Council we worked with school leaders to find a solution for our community's continuing **school funding** problems, while making progress in our efforts to seek relief from local business income taxes. We also focused on the areas of key concern downtown such as drug and prostitution free zones and the Sidewalk Obstruction Ordinance, and promoted the addition of Portland police officers and private security through Clean and Safe, with the result that **crime is down 20 percent**, and car prowls are down 40 percent.

In the transportation arena, we joined with Metro and the Port of Portland to complete a study of the **economic cost of traffic congestion**, especially as it impacts freight mobility. This study will serve as a basis for securing additional transportation dollars for future projects.

Looking ahead, the Alliance will continue to work on long-term solutions for school funding. We'll also stay keenly focused on the safety and cleanliness of our downtown as well as its success as Portland's retail and business core. We'll continue to work with Council on issues such as the City's Charter amendments, business taxation especially as it impacts our small business members and stay focused on the Fire and Police Disability and Retirement fund reforms as they head to a vote in November. And we will stay active on international trade issues.

It goes without saying that the work accomplished this year and the work ahead of us was not and cannot be done without the tremendous commitment of the talented staff at the Alliance, the dedication of its Board members and the involvement of its members on all of the various committees and boards. For this, I thank all of you. We welcome your suggestions and ideas for how we can make membership in the Alliance one of the best (and easiest) business decisions you have to make.

Sincerely,

Four business leaders join Alliance Board of Directors

Four business leaders have been named to the Portland Business Alliance Board of Directors and assumed the posts on July 1. **Steve Clark**, publisher and president for Pamplin Media Group, **Anita Decker**, vice president, customer and community relations and communications for Pacific Power, **Gregg Kantor**, vice president, public affairs and communications for NW Natural, and **Dennis Rawlinson**, partner with Miller Nash joined the Board of Directors.

In addition, the following incoming board officers have been elected and began their terms in July:

Judy Peppler, president of Qwest for Oregon, became chair of the board on July 1. She is only the second woman board chair in the organization's 136-year history. Peppler most recently served as co-chair of the Alliance school funding task force and helped shape policies that provide for continued business funding of local schools and a re-examination of the city's business license fee.

Sam Brooks, president and chairman of the board of S. Brooks & Associates, will move to the position of chair elect which places him on the leadership track to be the organization's first-ever African-American board chair, starting in 2007.

Mark B. Ganz, president and chief executive officer of The Regence Group, was elected treasurer and Steve Holwerda, chief operating officer of Ferguson Wellman Capital Management Inc., added the position of secretary while continuing as vice-chair for membership.

Top Regional Employers list presented Sept. 20

Researchers at the Alliance have spent the past several months gathering and double checking the facts and figures, compiling the updated Top Regional Employers list. A joint project with **The Daily Journal of Commerce**, the list will be published in *Commerce Magazine* in September. The Alliance sells approximately 1,000 copies of the list through its web site and business relocation packets. This essential resource is an excellent opportunity to market your firm to interested audiences. Advertising space for this issue of *Commerce Magazine* is available. Email killian.funk@djcoregon.com by August 11 to reserve your ad space.

The Top Regional Employers will be presented at the Alliance's September 20 Forum, providing an excellent opportunity to tie print marketing with an established networking event. Sponsorships for this event, which include advertising, are still available. Contact Christine Gatlin at the Alliance, 503.552.6742, for more information.

Save money with the Alliance's Office Depot member discount

Receive the best deal on office supplies with the Alliance's members-only Office Depot discount program. Through this partnership with Office Depot, Alliance members will receive:

- **FREE next day delivery** with no minimum order and four convenient ways to place orders (toll free number, fax, online or at any retail location)
- Significant savings on **more than 300** of the most-used office supplies
- **At least six percent off** items from Office Depot's main catalog

This program also offers an easy way to monitor expenses with monthly reporting. Contact Brian Willms at 503.552.6757 or visit the Alliance web site for more information.

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Reinvent Your Business!

*Find Your Revenue Streams
with Technology*

August 3, 4 – 6:15 p.m.

200 SW Market, Lobby Conference Rm.

Hear from local companies how they have used technology to increase their revenue. Learn tips from experts that can help you find new revenue streams for your business through innovative technology solutions.

Finks hired as new Downtown Marketing Manager

On July 10, Chris Finks began his new position with the City of Portland as Manager of Downtown Marketing and Communication. The position was created through a public-private partnership and is tasked with overseeing Downtown Portland's new marketing initiative. In this position, Finks will lead a three-year marketing/communication campaign aiming to draw businesses and shoppers downtown throughout construction of several major public works projects, including the transit mall redevelopment. Finks was formerly the Director of Marketing for Carl Greve Jewelers and served as Vice President of Marketing for the Association for Portland Progress and Portland Business Alliance from 2001-2003.

Finks's office will be located at the Portland Business Alliance in the 200 SW Market Building. The support and funding for the position comes from public entities and private companies including the Alliance, Portland Development Commission, City of Portland, TriMet, Portland/Oregon Visitor's Association, the Portland Department of Transportation, Melvin Mark Companies, Nordstrom, The Hilton Corporation and Mother's Bistro.

Registration now open for Golf Scramble September 8

The 14th annual **Golf Scramble** will be held on Friday, September 8 at the beautiful Pumpkin Ridge Golf Club. This event includes 18 holes of golf on the Ghost Creek Course, a box lunch, buffet and awards reception, a raffle drawing and silent auction. Registration is limited to the first 144 golfers, so don't delay!

There are still a few sponsorship opportunities available for the Golf Scramble, one of the Alliance's most popular networking events. Sponsor benefits include recognition on flyers, publications, and the web site, as well as company signage and recognition on the day of the event. Contact Christine Gatlin at 503.552.6742 or email cgatlin@portlandalliance.com to find out more about playing in or sponsoring this exciting event.

2006 Chair's Cup, June 11 & 12



Photo by anorthlightphoto.com

Sponsor **US Bank** offered a two-year lease on this Porsche Boxster (provided by Sunset Imports) to the first player who could sink a hole in one.



Photo by anorthlightphoto.com

Golf Pro **Bruce Devlin** gives pointers at to Chair's Cup participants during the golf clinic.



Q & A with PNITA Executive Director Doug Badger

Q: What is PNITA?

A: The Pacific Northwest International Trade Association (PNITA) is a program of the Portland Business Alliance. Founded in 1982, PNITA is committed to promoting international commerce throughout the Pacific Northwest region by representing leading corporations and small businesses.

Q: What does PNITA do?

A: PNITA has three main functions: advocacy, member involvement and education, and research/marketing. Whether it is bilateral trade agreements, international trade regulations, technology transfer, road infrastructure, rail, marine or aviation issues, PNITA advocates for policies that support the growth and vitality of our region's international trade sector. PNITA assists its members with trouble-shooting trade complaints and gathers research to help members build their business. By participating in the various events, programs or committees, PNITA members can build the number of contacts in the international trade arena.

Q: How do Alliance members benefit from PNITA's work?

A: PNITA advocates for issues that spell economic vitality for Portland Business Alliance members. Examples include funding for I-5 bridge improvements and other Columbia Crossing strategies; weighing in on bi-lateral trade agreements; technology transfer and other international trade issues. Key to this work is also ensuring a regulatory environment that is business friendly and creating and expanding foreign markets for Oregon producers.

Q: How do members get and stay involved?

A: Three regular working committees offer members an opportunity to discuss issues, debate topics and undertake activities to promote the interests of member companies: The Trade Policy Committee, The Transportation and Infrastructure Committee and The Tax and Fiscal Policy Committee.

Q: Why is PNITA's work important?

A: In today's global economy international commerce has never been more vital to Oregon and the entire Northwest. The area exports electronic goods, computers, industrial equipment, wood products, transportation equipment, grain, metals and chemicals, to name just a few. Oregon is the 17th largest exporting state in the country, and Washington ranks number two in the country in total value of exports to China.

For more information on PNITA, visit www.portlandalliance.com.

Oregon Mentors embarks on solo venture



After five years as a Portland Business Alliance affiliate, **Oregon Mentors** will spin off into its own stand-alone nonprofit organization on July 1. Oregon Mentors has been part of the Alliance's Charitable Institute since 2001.

Oregon Mentors is a business-led, community-driven nonprofit organization that is dedicated to the expansion of quality mentoring. The organization develops and maintains a comprehensive statewide database of mentorship programs, recruits and refers mentor volunteers, provides mentor training and technical assistance, and works to increase public awareness of the value of mentoring.

For more information about how you can incorporate mentoring into your company's HR plan, contact Oregon Mentors at 503.542.2750 or via e-mail, info@ormentors.org.

Cornerstones for Success

Sponsored by: *West Coast Bank*

Seven Common Legal Blunders:

Keeping Your Business Out of the Legal Hot Seat

September 7, 4 – 6:15 p.m.

200 SW Market, Lobby Conference Rm.

Everyday businesses like yours are getting sued. In this session, we'll uncover valuable insights on how to protect your business and review the top seven mistakes that many businesses make that allow them to be vulnerable to costly lawsuits.

Magazine seeks to highlight Oregon minority businesses

A new online magazine focusing on minority-owned companies is looking for success stories from regional businesses.

Oregon Minority Business aims to recognize the successes, accomplishments and contributions of ethnic minority business leaders, entrepreneurs and professionals in Oregon.

"Minority business owners, leaders and entrepreneurs are a hard-working, intelligent, innovative, productive and tenacious breed. We have proven that we can succeed despite myriad obstacles, limited resources and fierce competition," said Maileen Hamto, editor and founder of Oregon Minority Business.

The inaugural edition of Oregon Minority Business will be published this month. The magazine is always on the lookout for story ideas for minority business profiles, success stories and other feature ideas. Contact maileen@oregonminoritybusiness.com for more information.

Alliance members make the Fastest Growing Companies list

In June, **Portland Business Journal** published its annual Fastest Growing Private 100 Companies List, which included 22 Alliance member businesses. The list is comprised of local companies who have achieved growth in revenue and number of employees between 2003 and 2005. Alliance member **Timbercon Inc.** made the list and was also honored with a Lighthouse Award. Congratulations to the following Alliance members for being named one of the fastest growing companies:

Ryan Olsen Development Inc.
Buena Vista Custom Homes
HemCon, Inc.
The Fruit Company
Mortgage Trust Inc.
Wellpartner Inc.
The Carlson Group
Sterling Communications Inc.
Acme Business Consulting LLC
Pop Art Inc.
Lucy Activewear*
Academic Network LLC
Ankrom Moisan Associated Architects
Timbercon Inc.
Portland Roasting Holdings LLC
Opus Creative Group Inc.
PREM Group
Oregon Aero Inc.
DocuSource Print Management
Technocom Inc.
Walsh Construction Co.*
AKT Services LLC

(*These companies also won a Portland Business Alliance's Top Ten Growth Award this year.)



Photo by Beth Hoyt

The Alliance's Small Business Involvement Manager Brian Willms (far left) celebrates with the staff of **Qdoba Mexican Grill** at their grand opening June 27. Qdoba is located at SW 5th Avenue and Taylor.

Alliance member offers discount for online streaming video

A streaming video courtesy of Alliance member **CityScene Television**, is the newest creative feature on the Alliance web site (www.portlandalliance.com). The video highlights the work that the Alliance does for its members and the local economy and includes interviews with representatives from local businesses.

CityScene has worked with organizations such as The Heathman Hotel and the Portland Oregon Visitors Association to produce vibrant and professional video vignettes for their web sites. These "documericals" are a powerful way to tell a company's unique story and showcase its products. CityScene is offering a special discount to other Alliance members who want to add this new feature to their web site. For a limited period, members can save \$500 to \$1,000 off the regular price of production. For more information, contact CityScene at 503.595.5550 or go to www.cityscene.tv.

Send us your news!

If you are an Alliance member and have news to share about your business, here is your chance. All submissions will be considered for inclusion in the Alliance newsletters or on our web site. Send your press releases to Beth Hoyt at bhoyt@portlandalliance.com

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Board profile: Judy Pepler

On July 1, **Judy Pepler** became the new Chair of the Portland Business Alliance Board of Directors. Judy Pepler is the President for Qwest in Oregon and has worked in the telecommunications industry for over 18 years. At Qwest, Judy is responsible for regulatory, media and legislative strategies, and integration of marketing, sales and network operations for the company's Oregon locations.

Judy is active in the community and serves on several boards and advisory panels. In addition to serving on the Alliance board, Judy is a member of the Oregon Women's Forum, co-chair of the Schools Efficiency and Quality Advisory Council, a board member for the Boys and Girls Club and serves on the Cascade Aids Project Board of Advisors.

She holds a Bachelor of Science degree in Business Management from Arizona State University and a Masters of Business Administration from Boise State University. Judy and her husband, Randy, live with their two sons in West Linn.

**2006 Forum Series Sponsors:
Liberty Northwest &
The Portland Tribune**

The Grapes of Growth

**July 16, 7:30 a.m.
Governor Hotel**

The wine industry in Oregon provides more than \$1.4 billion in economic activity for the state. Come hear about the roots of this industry from the people who are putting Oregon on the map: the local winemakers who turn carefully grown grapes into some of the world's most delightful and sought after beverages. Learn about the national and international trade and marketing issues they face as well as the growing focus on sustainability.

Sponsor: DePaul Industries

The Arts Audition

Presenting the 2006-07 Season

**August 16, 7:30 a.m.
Governor Hotel**

The nonprofit arts are a \$134 billion industry in the United States and Oregon's arts organizations contribute more than \$262 million to the regional economy through wages, taxes, and direct spending. Find out more about how the arts drive the local economy and what businesses can do to support them.

Sponsor: NW/BCA

Top Regional Employers

**September 20, 7:30 a.m.
Governor Hotel**

The Portland Business Alliance and *The Daily Journal of Commerce* have teamed up to bring you a new and improved Portland Metro Area Largest Employer List. The list is key information for job seekers, workforce development professionals, site selectors, news outlets, and businesses and leaders interested in building and sustaining a vibrant regional economy. The Top Regional Employers list will be presented at this forum and published in *Commerce Magazine*.

Sponsor:

The Daily Journal of Commerce

30% discount on 2006-07 Forum series

When you sign up for the complete 2006-07 Forum series you save 30 percent. Both individual tickets and table sponsorships are available. To buy the complete series package, go to the Alliance web site or contact Christine Gatlin at 503.552.6742.



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WELCOME - New Member Introductions

BENU

One of the main factors driving up health care costs is the lack of competition between health insurance carriers for the employees of small and mid-sized companies (51 - 1,000 employees).

Benu Inc. is a health benefits integrator serving mid-sized employers throughout Oregon and Southern Washington. Benu has developed a proprietary risk adjustment model that allows two carriers to compete for the employees of a mid-sized company, control premium costs for the employer and still compensate both carriers fairly.

Benu—and its unique health benefits model—has been featured in Inc. Magazine, as well as The New York Times and several health care journals. Benu is located at One World Trade Center, 121 SW Salmon Street, 11th Floor in Portland. For more information contact Jeff McClean at 503.471.1343.



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palaquin

Palaquin is changing the way people think of massage therapy. Taking time for yourself and your employees is a way to ensure everyone is at their best. We often plan for business growth in many ways, but forget to plan support systems for staff to handle stress and increased workload. On-site chair massage is quick, affordable, and rejuvenating. Appointments are available seven days a week, day and evening to be accessible for you. Palaquin offers monthly discounts and will soon accept most insurance. Visit www.palaquin.com for more information about Palaquin's services and promotions. Palaquin is located in the Portland Medical Building, 511 SW 10th Ave, Suite 802.

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