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FOR IMMEDIATE RELEASE

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Business is Good! Tour makes its final stop: Portland

Portland, OR — Making the final stop on a three-week road-trip across Oregon, the Business is Good! Tour comes to Portland on Friday, Oct. 5, to celebrate innovation. Nearly 50 business and government leaders will embark on a bus tour of the metro area's counties, visiting innovative companies across industry sectors.

Spearheaded by Oregon Business magazine and partner organizations including the Oregon Business Plan, the Oregon Economic and Community Development Department and the Oregon Community Foundation, the Business is Good! Tour has brought leaders together in 18 communities to highlight business success. Portland is the last stop.

Portland's day begins with business leaders embarking on a bus tour from the South Waterfront, making stops at Oregon Ironworks and Bob's Red Mill in Clackamas County; Rogers Instruments in Washington County; the Columbian, Burgerville and Christensen Yachts in Clark County; and Oregon Health and Science University in Multnomah County.

The tour group will ride the tram to OHSU and back to the South Waterfront's Discovery Center, where they'll meet up with other business and government leaders from across the state for the Business is Good! Tour's finale reception.

"Companies throughout our region are truly innovative in running and developing their businesses and this tour will highlight a few of those inventive companies," says Portland Business Alliance President and CEO Sandra McDonough. "We truly appreciate the hard work of our partner organizations who have made this tour possible."

The Portland Business Alliance, Identity Clark County, the Hillsboro Chamber of Commerce, and the North Clackamas Chamber of Commerce are organizing the events in Portland. Oregon Business magazine organized the statewide Business is Good! Tour.

"One of the Tour's main goals has been conversation — across the state, across sectors and interests," says Oregon Business publisher Gillian Floren. "Because we focus so much on our own companies, we're often unaware of other creative business models around us. The Tour is a way to bring together people who might not otherwise meet to share ideas and opportunities."

Follow the Tour via daily updates: <http://oregonbusinesstour.blogspot.com/>.

Tour details can be found at: www.oregonbusiness.com/tour.

Partners of the 2007 Business is Good! Tour

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About *Oregon Business* magazine

Oregon Business is the only magazine covering businesses and the people who run them throughout Oregon and Southwest Washington. Founded in 1981, *Oregon Business* provides thoughtful and intelligent coverage of the key issues facing companies of all sizes and sectors throughout the region. www.oregonbusiness.com provides daily business news from communities across Oregon.

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