

HOUSE COMMITTEE ON
COMMERCE
SUBCOMMITTEE ON
TRADE AND ECONOMIC DEVELOPMENT

February 21, 1995 Eugene City Council Chambers
3:00 p.m. Eugene, Oregon
Tapes 12-14

MEMBERS PRESENT: Rep. Chuck Carpenter, Chair
Rep. Gail Shibley, Vice-Chair
Rep. Michael Fahey
Rep. Cynthia Wooten
Rep. Lee Beyer

MEMBERS EXCUSED:

STAFF PRESENT: Joseph Cortright, Executive Officer
Jeri Chase, Office Manager
Bobby Sullinger, Committee Assistant

WITNESSES: Denel Stoltz, Executive Director, Willamette International Trade
Center

Dave Hauser, Executive Director, Eugene Chamber of Commerce
Rick Evans, Executive Director, The Organization for Economic
Brenda Cheatham, Oregon Marketplace
Ed Brockett, President, Pierce Corporation
Dana Siebert, Vice President of Services, Symantec
Evert Slijper, Co-President, Whittier Wood Products
Terry Alberts, Spectra-Physics
Ki-Won Rhew, PacInfo Processors of Oregon
Dr. Del Hawkins, University of Oregon
Jerry South, Emerald West Equipment
Gretchen Pierce, Economic Development Commission
John Lively, Executive Director Eugene-Springfield Metropolitan
Lou Bauers, Manger of Community Development, City of Eugene
Jim Zelenka, Lane Council of Government
Steve Cornacchia, Lane County Commissioner

MEASURES HEARD: Informational Meeting
International Trade in Oregon - Public Hearing

These minutes contain materials which paraphrase and/or summarize
statements made during this session. Only text enclosed in quotation marks
report a speaker's exact words. For complete contents of the proceedings,
please refer to the tapes.

TAPE 12, SIDE A

012 CHAIR CARPENTER: Brings the committee to order at 3:12 p.m.

Informational Meeting -- International Trade in Oregon -- Public Hearing

013 CHAIR CARPENTER: Opens INFORMATIONAL MEETING on International Trade in
Oregon.

015 Committee discussion relating to the purpose for having an international
trade informational meetings.

023 DENEL STOLTZ: Presents testimony relating to the Willamette International
Trade Center (WITC) and the efforts of the organization to service
business.

075 REP. WOOTEN: Do you know the number of firms in Eugene that engage in
international trade?

082 STOLTZ: Responds to committee discussion.

090 REP. WOOTEN: What type of assistance does WITC provide businesses in
Eugene?

095 STOLTZ: Responds to committee discussion.

120 REP. WOOTEN: How much funding does WITC receive from the Oregon Economic
Development Department (OEDD)?

125 STOLTZ: Responds to committee discussion.

140 REP SHIBLEY: What kind of training do you offer and is it available to
any business?

149 STOLTZ: Responds to committee discussion.

168 REP. SHIBLEY: Are there any other organizations that provide services
similar to your organizations in the Eugene area?

172 STOLTZ: Responds to committee discussion.

210 REP. SHIBLEY: How do you know what would happen in the international
trade arena if you did not provide training and counseling services to
companies in the Eugene area without tools to measure the impact of your

efforts?

216 STOLTZ: Responds to committee discussion.

260 CHAIR CARPENTER: Do you keep records of the companies you have serviced
and the success they have had as a result of your efforts?

268 STOLTZ: Responds to committee discussion.

303 DAVE HAUSER: Presents testimony relating to international trade and the
Eugene Chamber of Commerce.

356 REP. WOOTEN: How much funding does the Eugene Chamber of Commerce provide
to the Willamette International Trade Center?

370 HAUSER: Responds to committee discussion.

380 CHAIR CARPENTER: Do you have any suggestions as to how OEDD and local
Chambers of Commerce might coordinate there efforts to facilitate growth as
it relates to business?

389 HAUSER: Responds to committee discussion.

406 RICK EVANS: Overviews The Organization for Economic Initiatives and the
efforts to help business obtain contracts for international trade.

449 BRENDA CHEATHAM: Presents testimony relating to Oregon Marketplace and
the Japan External Trade Organization's efforts to assist business with
international trade.

TAPE 12, SIDE B

005 CHEATHAM: Continues to present testimony (Hosting Product Specific
Roundtable's).

041 REP. SHIBLEY: Could you expand on the types of outreach programs and
different international trade associations in the Eugene area?

053 CHEATHAM: Responds to committee discussion.

078 REP. WOOTEN: How much funding does Oregon Marketplace receive from OEDD
and how much is allocated to international trade efforts?

081 CHEATHAM: Responds to committee discussion.

089 EVANS: Continues to responds to committee discussion.

093 REP. WOOTEN: Does your organization assess fees for its services?

095 CHEATHAM: Responds to committee discussion.

125 EVANS: Continues to responds to committee discussion relating to fees for
services.

132 REP. WOOTEN: How many people are employed by Oregon Marketplace?

136 EVANS: Responds to committee discussion.

153 ED BROCKETT: Presents testimony relating to international trade
activities of the Pierce Corporation and WITC's role in those activities.

169 REP. FAHEY: What product does your company export?

170 BROCKETT: Responds to committee discussion.

174 CHAIR CARPENTER: Do you continue to use WITC's services?

176 BROCKETT: Responds to committee discussion.

185 DANA SIEBERT: Presents testimony relating to international trade and the
Symantec Corporation.

240 SIEBERT: Continues to present testimony relating to the benefits of OEDD
and WITC.

263 REP. BEYER: Can you share with the committee how Symantec Corporation
decided to site in Eugene?

265 SIEBERT: Responds to committee discussion relating to the primary factors
that brought Symantec Corporation to Eugene.

272 REP. BEYER: How important was OEDD's efforts to Symantec Corporation in
the initial survey of the different state?

275 SIEBERT: Responds to committee discussion.

285 REP. BEYER: How did OEDD's offer compare to the other states that were
trying to recruit your company?

288 SIEBERT: Responds to committee discussion

299 REP. BEYER: How many employees does your company have now at the Eugene
site?

302 SIEBERT: Responds to committee discussion.

326 REP. FAHEY: How important was the airport facilities in Eugene to your
companies decision to locate here?

328 SIEBERT: Responds to committee discussion.

345 REP. SHIBLEY: What was the total amount of tax abatements that the
Semantic Corporation receive for locating in Oregon?

348 SIEBERT: Responds to committee discussion.

363 EVERT SLIJPER: Presents testimony relating to international trade and the
Whittier Wood Products Corporation.

448 SLIJPER: Continues to present testimony relating to OEDD and WITC role in
his companies international trade efforts.

TAPE 13, SIDE A

003 REP. WOOTEN: Has your company taken advantage of the Credit Enhancement
Fund?

008 SLIJPER: Responds to committee discussion.

016 Committee discussion relating to financing expansion efforts of the
Whittier Wood Products Corporation.

031 TERRY ALBERTS: Presents testimony relating to WITC and how international
trade relates to the Spectra-Physics.

083 REP. SHIBLEY: What impact does Spectra Physics and the other companies
affiliated with WITC have on international trade?

089 ALBERTS: Responds to committee discussion.

136 REP. SHIBLEY: How has the University of Oregon been helpful to WITC and
other organizations that are trying to become involved in international
trade?

142 ALBERTS: Responds to committee discussion.

196 KI-WON RHEW: Presents testimony relating to the international trade
efforts of PacInfo Processors of Oregon.

260 RHEW: Continues to present testimony relating to international trade
delegations to Korea.

351 CHAIR CARPENTER: Have you used the Seoul, South Korea OEDD office?

352 RHEW: Responds to committee discussion.

375 DR. DEL HAWKINS: Presents testimony relating to the University of
Oregon's International Marketing courses.

450 HAWKINS: Continues to presents testimony relating to the potential for
international trade for businesses in Oregon.

TAPE 13, SIDE B

010 REP. WOOTEN: Does WITC provide the necessary services and expertise to
businesses aspiring to enter the international trade markets?

014 HAWKINS: Responds to committee discussion.

067 REP. WOOTEN: What can the state do to allocate resources better to
organizations like WITC?

073 HAWKINS: Responds to committee discussion.

089 REP. FAHEY: How could the legislature encourage the banking industry to
become more involved with small business financing as it relates to
international trade?

096 HAWKINS: Responds to committee discussion.

131 JERRY SOUTH: Presents testimony relating to the international trade of
Emerald West Equipment Company and OEDD's role in accomplishing their
efforts.

183 SOUTH: Continues to present testimony relating to the extent of
international trade by the Emerald West Equipment Company.

235 CHAIR CARPENTER: Have you used any of OEDD's overseas offices?

237 SOUTH: Responds to committee discussion.

268 CHAIR CARPENTER: Who paid for the overseas trip that OEDD sponsored?

270 SOUTH: Responds to committee discussion.

289 CHAIR CARPENTER: Do you have any suggestions as to what changes OEDD
could make to improve the services it offers?

294 SOUTH: Responds to committee discussion

315 RHEW: Continues to present testimony relating to the difficulties his
company had getting financing for international trade efforts.

338 CHAIR CARPENTER: Closed INFORMATIONAL MEETING on International Trade in

Oregon.

Informational Meeting -- Economic Development in Oregon -- Public Hearing

339 CHAIR CARPENTER: Opens INFORMATIONAL MEETING on Economic Eevelopment in Oregon.

343 GRETCHEN PEIRCE: Presents testimony outlining presentations scheduled relating to OEDD and economic development in Oregon.

357 JOHN LIVELY: Presents testimony relating to recommendations for OEDD.

411 LIVELY: Continues to present testimony relating to OEDD's successes with Cascade Fabrications.

439 LIVELY: Continues to present testimony relating to OEDD's role in Job training.

TAPE 14, SIDE A

026 CHAIR CARPENTER: What is the role of the Chambers of Commerce?

027 LIVELY: Responds to committee discussion.

074 CHAIR CARPENTER: Do you think it would be feasible to shift some of the functions of OEDD to the Small Business Development Centers provided they received additional funding?

078 LIVELY: Responds to committee discussion.

140 LOU BAUERS: Presents testimony in support of OEDD's efforts as they relate to small business assistance.

231 BAUERS: Continues to presents testimony relating to efforts towards urban renewal in Eugene.

280 BAUERS: Continues to presents testimony overiewing governmental down sizing as it relates to economic development.

325 REP. WOOTEN: Can you touch on the West Eugene Enterprise Zone and how it has development industry.

329 BAUERS: Responds to committee discussion.

337 REP. FAHEY: What was the average wage of the jobs that were created through the use of Enterprise Zones in the Eugene-Springfield area.

339 BAUERS: Responds to committee discussion.

345 JIM ZELENKA: Presents testimony overiewing OEDD's efforts relating to local needs and local priorities.

375 ZELENKA: Overviews a letter from Liz Cawood of CAWOOD Communications [EXHIBIT A].

452 ZELENKA: Continues to present testimony relating to multi-regional efforts.

464 REP. WOOTEN: How efficiently do you think the money used for the Regional Strategies Programs was spent for creating jobs?

468 ZELENKA: Responds to committee discussion.

TAPE 14, SIDE B

001 ZELENKA: Continues to respond to committee discussion.

040 REP. WOOTEN: Are you currently using Regional Strategies funding for Work Force Quality Training Programs?

042 ZELENKA: Responds to committee discussion.

058 ZELLENKA: Continues to present testimony relating to measuring results.

089 ZELENKA: Overviews a letter from Michael D. Dungan of Pacific Power [EXHIBIT B], and a letter from Glenn Koehrsen of the Linn, Lincoln, Lane and Benton Counties, Regional Strategies board [EXHIBIT C].

097 STEVE CORNACCHIA: Presents testimony overiewing his efforts relating to the State Community Economic Revitalization Team (SCERT).

168 CORNACCHIA: Continues to present testimony relating to OEDD's role as coordinator for the SCERT program.

271 CORNACCHIA: Continues to present testimony overiewing OEDD's concern relating to accountability.

365 CORNACCHIA: Continues to present testimony relating to Regional Strategies and accountability.

402 REP. WOOTEN: How do you respond to shifting paradigms relating to economic development?

411 CORNACCHIA: Responds to committee discussion relating to shifts in priorities in economic development programs.

438 CHAIR CARPENTER: Adjourns committee meeting at 6:14 p.m.

Submitted by

Bobby Sullinger
EXHIBIT LOG

EXHIBIT A - Liz Cawood of CAWOOD Communications letter, Presented by Jim Zelenka, 3 pages.

EXHIBIT B - Michael D. Dungan of Pacific Power letter, Presented by Jim Zelenka, 2 pages.

EXHIBIT C - Glenn Koehrsen of the Linn, Lincoln, Lane and Benton Counties, Regional Strategies Board letter, Presented by Jim Zelenka, 3 pages.