

HOUSE COMMITTEE ON
COMMERCE
SUBCOMMITTEE ON
TRADE AND ECONOMIC DEVELOPMENT

February 23, 1995 World Trade Center, Portland, Oregon
3:00 p.m. Tape 15-17

MEMBERS PRESENT: Rep. Chuck Carpenter, Chair
Rep. Gail Shibley, Vice-Chair
Rep. Michael Fahey

MEMBERS EXCUSED: Rep. Cynthia Wooten

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

WITNESSES: Richard Fritz, Pacific Vision
Al Baker, Vice President International Sales, Norpac Food Sales, Inc.
Mark Foster, Attorney
Gordon Fromm, Ex-Tech, Ltd.
J. Frederick Truitt, Helen Simpson Jackson Professor of
Management, Willamette University
Brent Neilsen, Willamette University Graduate Student
Keith Phillips, Willamette University Graduate Student
James Ramsey, Willamette University Graduate Student
Wei Zhang, Willamette University Graduate Student
Jennifer Murray, Director of Career Services, Willamette University
Ron Fox, Oregon Jobs Coalition
Tom Niland, Director, Small business International Trade Program,
Community College Association.
Steve Newman, Executive Director, Pacific Northwest International
Association.

MEASURES HEARD: Informational Meeting
International Trade in Oregon - PH

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 15, SIDE A

001 CHAIR CARPENTER: Brings the committee to order at 3:08 p.m.
Informational Meeting -- International Trade in Oregon -- Public Hearing
003 CHAIR CARPENTER: Opens INFORMATIONAL MEETING on International Trade in
Oregon.
018 RICHARD FRITZ: Present testimony relating to international trade and the
Oregon Department of Agriculture (ODA).
081 FRITZ: Continues to present testimony (Stability in Government).
127 FRITZ: Continues to present testimony (Suggestions for Change to ODA)
184 CHAIR CARPENTER: To what extent have you used Oregon Economic Development
Departments (OEDD) international trade offices?
185 FRITZ: Responds to committee discussion.
199 CHAIR CARPENTER: Would closing OEDD overseas office effect your efforts?
200 FRITZ: Responds to committee discussion.
234 AL BAKER: Presents testimony relating to international trade and Norpac
Food sales.
269 REP. SHIBLEY: How do you invest internationally?
273 BAKER: Responds to committee discussion.
319 FRITZ: Responds to committee discussion relating to coordination between
government agencies.
328 REP. SHIBLEY: Do you think combining economic development efforts between
Oregon and Washington would be feasible?
333 FRITZ: Responds to committee discussion.
346 CHAIR CARPENTER: Do you think we could down size the International Trade
Division of OEDD and still be viable?
348 FRITZ: Responds to committee discussion.
376 BAKER: Continues to present testimony relating to filing agency reports
and consolidating OEDD's functions.

398 FOSTER: Continues to present testimony relating to problems with OEDD.

TAPE 15 SIDE B

092 FOSTER: Continues to present testimony relating to overseas operations of OEDD.

130 FOSTER: Continues to present testimony relating to suggested changes to OEDD.

174 FOSTER: Continues to present testimony relating to consulting activities of OEDD and how it directly competes with the private sector.

248 CHAIR CARPENTER: Do you think OEDD's training programs are effective?

250 FOSTER: Responds to committee discussion relating to training programs and what should be done to certify companies in foreign standards.

305 REP. SHIBLEY: Can you make some recommendations relating to OEDD's lack of oversight you mentioned?

314 FOSTER: Responds to committee discussion.

326 REP. SHIBLEY: What is your opinion of offering industrial incentives to locate in Oregon?

335 FOSTER: Responds to committee discussion.

369 GORDON FROMM: Presents testimony relating to international trade and OEDD.

402 FROMM: Continues to present testimony relating to suggested changes at OEDD.

TAPE 16, SIDE A

013 FROMM: Continues to present testimony relating to finance and international trade.

030 CHAIR CARPENTER: Do you think that if a company can not qualify for a private loan the state should have programs to guarantee loans?

045 FROMM: Responds to committee discussion.

081 FROMM: Continues to present testimony relating to the coordination of activities between state agencies.

121 Committee discussion relating to overseas offices.

127 FROMM: Responds to committee discussion relating to using overseas offices.

164 REP. FAHEY: Do you know of any potential growth markets for exports?

165 FROMM: Responds to committee discussion.

190 REP. SHIBLEY: Are there export opportunities in South Africa?

192 FROMM: Responds to committee discussion.

210 J. FREDERICK TRUITT: Presents testimony relating to international trade.

Overviews Draft Report on International Business Promotion Programs with Special Reference to International Trade Division of Oregon Economic Development Department [EXHIBIT A].

265 TRUITT: Continues to overview [EXHIBIT A] (Part 1 - Questions/Answers).

293 BRENT NEILSEN: Continues to overview [EXHIBIT A] (Number of Employees).

313 NEILSEN: Continues to overview [EXHIBIT A] (International Trade Division Operations).

357 KEITH PHILLIPS: Continues to overview [EXHIBIT A] (Ohio Facts).

408 PHILLIPS: Continues to overview [EXHIBIT A] (Ohio's Major Function of International Trade).

TAPE 16, SIDE B

049 PHILLIPS: Continues to overview [EXHIBIT A] (Ohio's Trade Council).

103 PHILLIPS: Continues to overview [EXHIBIT A] (Contract Program).

138 CHAIR CARPENTER: The governor of Ohio supported the initiative to engage in international trade effort?

139 PHILLIPS: Responds to committee discussion.

159 PHILLIPS: Continues to overview [EXHIBIT A] (Emphases on Trade Shows and Trade Conventions).

173 Committee discussion relating to trade show attendance and vendors.

212 PHILLIPS: Responds to committee discussion.

236 PHILLIPS: Continues to overview [EXHIBIT A] (Getting company brochures on

the Internet).

261 PHILLIPS: Continues to overview [EXHIBIT A] (Oversight Committee of Ohio International Trade Division).

281 REP. SHIBLEY: Comments on international trade as it relates to geographical locations.

304 CHAIR CARPENTER: Comments on the need to disseminate services to rural Oregon.

311 JAMES RAMSEY: Overviews [EXHIBIT A] (Economic Development Trends).

370 RAMSEY: Continues to overview [EXHIBIT A] (NAFTA).

TAPE 17, SIDE A

003 WEI ZHANG: Overviews [EXHIBIT A] (Public Trade Assistance Flowchart).

071 ZHANG: Continues to overview [EXHIBIT A] (Local Development Assistance Flowchart).

125 TRUITT: Continues to overview [EXHIBIT A] (Conclusion).

142 JENNIFER MURRAY: Presents comment testimony relating to [EXHIBIT A] and the efforts at Willimette University.

168 RON FOX: Overviews Oregon Jobs Coalition 1995 Legislature 'A Job Creation Agenda for Oregon' Executive Summary [EXHIBIT B].

214 REP. SHIBLEY: Comments about the competition between OEDD and private sector as it relates to international trade.

219 FOX: Responds to committee discussion.

232 TOM NILAND: Presents testimony relating to the Small Business International Trade Program.

324 NILAND: Continues to present testimony relating to the Small Business International Trade Program.

376 STEVE NEWMAN: Presents testimony relating to Pacific Northwest Internal Trade Association.

407 NEWMAN: Continues to presents testimony relating to international trade efforts.

TAPE 17, SIDE B

001 NEWMAN: Continues to presents testimony relating to international trade and how to assess return on investment.

067 CHAIR CARPENTER: Presents Bradley K. Pence, President, Keith Brown Building Materials letter [EXHIBIT C].

079 CHAIR CARPENTER: Closed INFORMATIONAL MEETING on International Trade in Oregon.

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

Submitted by

Bobby Sullinger
EXHIBIT LOG

EXHIBIT A - Draft Report on International Business Promotion Programs with Special Reference to International Trade Division of Oregon Economic Development Department, Presented by J. Frederick Truitt, 67 pages.

EXHIBIT B - Oregon Jobs Coalition 1995 Legislature 'A Job Creation Agenda for Oregon' Executive Summary, Presented by Ron Fox, 4 pages.

EXHIBIT C - Bradley K. Pence, President, Keith Brown Building Materials letter, Presented by Representative Carpenter, 1 page.