

AGENDA

HEADWAY AND HEADWINDS

13th Oregon Leadership Summit

December 14, 2015, Oregon Convention Center

Plenary Session Staged and Moderated by Chris Coleman, *Artistic Director, Portland Center Stage Theater*

Comic Relief by Lauren Weidman; Musical Performance by Hailey Kilgore, Jeffrey Warren Childs

7:00 am Registration Opens

7:00 – 8:30 Industry Cluster Breakfasts (see lineup and rooms, back page)

PLENARY SESSION

8:45	Honor Guard, Flag Salute and National Anthem American Legion Post 124 Hailey Kilgore
8:50	Oregon Business Plan Update: Headway and Headwinds Malia Wasson, <i>Chair, Oregon Business Plan</i> John Tapogna, <i>ECONorthwest</i> Tim Nesbitt, <i>Public Policy Consultant</i>
9:15	Update from Washington D.C. Ron Wyden, <i>United States Senator</i> Jeff Merkley, <i>United States Senator</i>
9:40	Keeping Oregon's Job and Economic Momentum Going Andy Bryant, <i>Intel Corporation</i> Tim Boyle, <i>Columbia Sportswear</i> Monica Enand, <i>Zapproved</i> Rob Little, <i>Cairn</i>
10:15	Creating Oregon Jobs Through International Trade Earl Blumenauer, <i>United States Congressman</i> Kurt Schrader, <i>United States Congressman</i> Suzanne Bonamici, <i>United States Congresswoman</i> Chris Sarles, <i>Oregon Fruit Products</i> Mark Owen, <i>Puralytics</i>
10:45	Boosting Rural Economies Anne Kubisch, <i>The Ford Family Foundation</i> Gary Neal, <i>Port of Morrow</i> Zach Williams, <i>Iron Triangle Logging</i> Thomas Robinson, <i>Lever Architecture</i> John O'Keeffe, <i>O'Keeffe Ranch</i> Mike McLane, <i>State Representative</i>
11:15	Connecting Education to Careers Governor Kate Brown Dylan McCann, <i>Teacher</i> Ted Farr, <i>Chemeketa Community College Instructor</i> Roger Lee, <i>Economic Development for Central Oregon</i> Shayla Edge, <i>5th Grade Student, Coos Bay, OR</i> Hunter Strickland, <i>10th Grade Student, Arlington, OR</i>
Noon	Lunch
12:30 pm	Tina Kotek, <i>Oregon Speaker of the House</i>
12:40	Peter Courtney, <i>Oregon Senate President</i>
12:50	The Road to a Transportation Package Earl Blumenauer, <i>United States Congressman</i> Betsy Johnson, <i>State Senator</i> Cliff Bentz, <i>State Representative</i> Caddy McKeown, <i>State Representative</i> John Davis, <i>State Representative</i>
1:30	Keynote Address: Governor Kate Brown
1:50	Closing Remarks: Malia Wasson, Chair, Oregon Business Plan
2:15-5:00	Afternoon Breakouts
5:00	Reception

AFTERNOON BREAKOUT SESSIONS
ROUND 1: 2:15-3:30 p.m.

Boosting High School & College Completion—D137-D140

More than ever, completing high school and moving on to advanced degrees and certificates is key for individual and economic prosperity. Much progress has been made to streamline the pathway from high school into college, and shift the focus to successful postsecondary completion. Yet, our high school graduation rate remains inexcusably low. This session will explore the proposed changes and key strategies to measurably improve high school completion.

Lindsey Capps, *Acting Chief Education Officer*
Ben Cannon, *Executive Director, Higher Education Coordinating Commission*
Salam Noor, *Deputy Superintendent of Public Instruction*
Suzanne Bonamici, *United States Congresswoman*

Updating Oregon's Health Care Strategy—E141-E144

It's been ten years since health care was added to the Oregon Business Plan with strategies focused on increasing affordable insurance coverage options, reducing cost growth, and improving quality of care. Since then, stakeholders across Oregon, including government, purchasers, and the health care industry have collaborated to implement delivery system, financing, and coverage reforms. At this session, you'll hear about Oregon's successes and the challenges ahead of us. We'll present findings from purchaser focus groups and will engage participants in a discussion of key next steps.

Greg Van Pelt, *President, Oregon Health Leadership Council*
George Brown, *President & CEO, Legacy Health System*
Gayle M. Evans, *VP of Human Resources, Unitus Community Credit Union*
Jeremy Vandehey, *Health Policy Advisor, Office of Governor Brown*
Chip Terhune, *Vice President, Government Affairs, Cambia Health Solutions*

Keep Oregon Trade Moving—E145-E146

Oregon is the 14th most trade dependent state in the U.S. Traded-sector companies bring new dollars to the state and on average pay 18 percent higher wages. In the global economy, export and imports are part of the fabric of the Oregon economy. This panel will showcase the value of international trade to Oregon with perspectives from an agricultural producer and exporter, a coffee roaster and importer, a wine producer and exporter, and a freight forwarder. Representatives from the state will also share their insights and discuss Governor Brown's Keep Oregon Trade Moving initiative.

Moderator: Doug Badger, *Executive Director, Pacific Northwest International Trade Association*
Panelists: Shelly Boshart Davis, *VP International Sales & Marketing, Bossco Trading*
Jonathon Berndt, *Direct Sales Manager, Expeditors International*
Nathanael May, *Director of Coffee, Portland Roasting Coffee*
Gary Roth, *Oregon Department of Agriculture*
Sam Tannahill, *Founder, A to Z Winery*

Innovation and Entrepreneurship—D135-D136

This breakout will discuss Oregon's "Grow Our Own" strategy and how it will roll out for Business Oregon's Innovation and Entrepreneurship (I&E) division. The session will also review state assets, investments and accomplishments in I&E: review Oregon's innovation landscape from a national perspective, including challenges and opportunities; highlight some exciting urban innovations; and discuss the unique challenges and opportunities tied to rural innovation.

Heather Stafford, *Assistant Director Innovation & Entrepreneurship, Business Oregon*
Skip Newberry, *President, Technology Association of Oregon (TAO) (President of National TECHNA)*
Lisa Dawson, *Director, NE Oregon Economic Development Districts (NEODD) (President of OEDD)*
Jon Fink, *Vice President of Research, Portland State University*

Addressing Oregon's Wildfire Crisis—D133-D134

Cooperation among public agencies and private landowners has helped avert catastrophe from three successive bad fire seasons.

Thomas Maness, *Dean, OSU College of Forestry*
Travis Medema, *Deputy Chief of Fire Protection, Oregon Department of Forestry*
Jim Walker, *State Fire Marshall*
Kevin Martin, *Director of Fire & Aviation Management, USDA Forest Service*
Mark Stern, *Forest Restoration Program Director, The Nature Conservancy*
Milt Moran, *Cascade Timber Consulting, Oregon Forest Industries Council*
Travis Joseph, *President, American Forest Resource Council*

Portland Harbor Superfund Cleanup: What it means for every Oregonian—E147-E148

After 15 years and \$110 million in environmental investigation (paid for by local governments and businesses) a cleanup plan for the Portland Harbor Superfund Site will be proposed by U.S. EPA in 2016. The costs and harbor-wide construction of the cleanup will impact every Oregonian – from utility ratepayers to businesses and workers who depend on the Willamette for their livelihood. In this session, congressional, state and local elected leaders as well as business leaders will discuss what's at stake and how the public can help shape the final cleanup decision.

Moderator: Mike Freese, *VP Government Affairs, Associated Oregon Industries*
Panelists: Kurt Schrader, *United States Congressman*
Nick Fish, *Commissioner, City of Portland*
Dick Pedersen, *Director, Oregon Department of Environmental Quality*
Sandra McDonough, *President, Portland Business Alliance*

AFTERNOON BREAKOUT SESSIONS

ROUND 2: 3:45-5:00 p.m.

CTE & STEM: Connecting Education to Careers—E145-E146

Now is the time to redouble our efforts on CTE and STEM education, building on the Legislature's strong investment in CTE-STEM last session. At this session, you'll learn about and reflect on Oregon's STEM Strategic Plan and explore key strategies to better prepare students for college and well-paying careers.

Jim Piro, *CEO, Portland General Electric; Chair, STEM Investment Council*
David Childers, *Chair, Oregon Talent Council*
Brian Krieg, *President, Focus Point Communications*
Melissa Dubois, *Director, South Metro-Salem STEM Hub*
Jill Eiland, *Public Affairs Director, Intel Corporation*
Mark Lewis, *STEM Education Director, Chief Education Office*

Aligning Health Care and Education to Better Serve Oregon's Children—D137-D140

Oregon's health care and education system have a tremendous opportunity to come together around a holistic vision that leads to strong outcomes for Oregon's children. This session will provide an opportunity to learn about the collaborative efforts underway to improve the health of our children and their readiness to learn and reflect on how best to organize to pursue next steps.

Pam Curtis, *Director, OHSU Center for Evidence Based Practice*
Andrew R. McCulloch, *Northwest Regional President, Kaiser Permanente*
Bob Stewart, *Superintendent, Gladstone Schools*
Greg Van Pelt, *President, Oregon Health Leadership Council*
Mark Mulvihill, *Superintendent, InterMountain ESD*
Kevin Campbell, *Director, GOBHI/EOCCO*
George Murdock, *Umatilla County Commissioner*

Addressing the Looming PERS Crisis—D135-D136

What can be done to avoid the crushing impact on public budgets from rising payroll costs for the Public Employees Retirement System? Even in the wake of the Supreme Court's *Moro v. State of Oregon* decision, solutions are possible. We examine the impacts of PERS rate increases on public budgets and review options for controlling PERS costs in ways that the Court signaled will pass constitutional muster.

Tim Nesbitt, *OBP Consultant*
Tim Knopp, *Oregon State Senator*
Steve Rodeman, *Executive Director, Oregon Public Employee Retirement System*
Cheri Helt, *Co-chair, Bend-LaPine Schools*
Jamie Moffitt, *VP Finance and CFO, University of Oregon*
John Tapogna, *President, ECONorthwest*

Reducing Poverty—E141-E144

The Oregon Business Plan Poverty Task Force has been meeting for two years pursuing a short term and a long term agenda in conjunction with a variety of foundations and business and community partners. The goal is to contribute to reducing poverty to below 10% by 2020. This session will report on the 2015 legislative session and present ideas for expanding the EITC. Participants will have an opportunity to weigh in on 2017 legislative concepts to reduce poverty and increase opportunity.

Dave Underriner, *CEO-Oregon, Providence Health & Services*
JooYoung Oh, *Ziba Design*
Mary Li, *Division Manager, Multnomah Co. Dept of Human Services*
Steve Reder, *Professor, Portland State University*
John Tapogna, *President, ECONorthwest*
Alissa Keny-Guyer, *State Representative*
Jeff Reardon, *State Representative*
Beverly Stein, *Director Research & Development, PSU National Policy Consensus Center*

Water, Technology and Agriculture—D133-D134

This breakout will highlight opportunities to apply 21st century technology and other innovative practices to get more value from Oregon's water resources.

Tyler Hansell, *Farm Worker, 12-H Ranches*
Gibb Evans, *Vice President and General Manager, IRZ Consulting*
Jake Madison, *Madison Ranches, NOWA Board Member*
Joseph Dawson, *Associated Ditch Company*
Greg Baretto, *State Representative*
Betsy Johnson, *State Senator*

INDUSTRY CLUSTER BREAKFAST LINEUP AND ROOMS

7:30-8:30 Breakfast Sessions: Learn about opportunities and challenges in Oregon's key industries. Oregon's traded-sector industries form the heart of the Oregon Business Plan strategy to grow jobs, raise incomes, and boost tax revenue for schools and other public services. Learn about these industries, their growth trends, and the key opportunities and challenges they face as they work to continue creating jobs in Oregon.

Aviation—Room E141-E142

Moderator: Jake Jacobs, *Executive Director, ORAVI*
Panelists: Dick VanGrunsven, *CEO, Van's Aircraft*
Vaden Francisco, *COO/Legal Counsel, Synergy Air*
Henry Balensifer, *Communications Manager, LEKTRO*
Betsy Johnson, *State Senator*
John Huffman, *State Representative*

Jeff Roberts, *CEO, Erickson Incorporated*
Chuck Allen, *Executive Director, SOAR Oregon*
Mitch Swecker, *Director, Oregon Department of Aviation*
Kent Craford, *Principal, Craford Aviation Investments*
Benny Benson, *CEO, Sisters Eagle Airport*

Agriculture—Room D133-D134

Moderator: Jeff Stone, *Executive Director/CEO, Oregon Association of Nurseries*
Panelists: Jenny Dresler, *Director of State Policy, Oregon Farm Bureau*
Jerome Rosa, *Executive Director, Oregon Cattleman's Association*
Katie Fast, *Executive Director, Oregonians for Food and Shelter*
Cliff Benz, *State Representative*
Caddy McKeown, *State Representative*

Advanced Manufacturing—Room D135

Moderator: Chris Scherer, *President, Oregon Manufacturing Extension Partnership*
Panelists: Laura Badcock, *General Manager, Essential Wholesale and Labs*
Robin Klein, *Owner, Q&D Manufacturing*
Gary Sirani, *VP of Business Development, Exceed Enterprises*

Bioscience—Room E143-E144

Moderator: Dr. Dan Dorsa
Panelists: Bernard Fox III, *President & CEO, Ubivac*
Andrew Barofsky, *Co-founder, President & CEO, RevMedx*
Juergen Lindner, *General Manager, Microsystem Electronics Incorporated*
Soundharya Nagasubramanian, *Director of SW and Systems Architecture, Welch Allyn*
Dan Snyder, *President & CEO, MolecularMD*

Cannabis—Room E147-E148

Moderator: Amy Margolis, *Shareholder, Emerge Law Group and Executive Director of the Oregon Cannabis Association*
Panelists: Norris Monson, *Owner, Cultivated Industries a vertically integrated cannabis company*
Mowgli Holmes, *Phylos Bioscience. Chief Scientific Officer*
Ginny Burdick, *State Senator*
Ann Lininger, *State Representative*

Electric Mobility—Room E146

Moderator: Jeff Allen, *Executive Director, Drive Oregon*
Panelists: James Price, *Marketing Manager – Automotive Sector, Mentor Automotive*
Matt Jones, *Head of Future Infotainment, Jaguar Land Rover*
Charlie Allcock, *Business Development Director, Portland General Electric*
Phil Barnhart, *State Representative*

Outdoor Gear—Room D139-D140

Moderator: Sue Bal, *Business Development Coordinator, Portland Development Commission*
Panelists: David Chun, *President, Kialoa Paddles*
Todd Davidson, *CEO, Travel Oregon*
David Fee, *VP of Sales and Marketing, Benchmade Knives*
Earl Blumenauer, *U.S. Congressman*

Food and Beverage Processing—Room E145

Moderators: (Business Panel) David McGiverin, *President, NW Food Processors Assoc.;* (Legislative Panel) Ian Tolleson, *NW Food Processors Association*
Panelists: Patrick Criteser, *President, Tillamook County Creamery Association*
Sam Tannahill, *Founder, A to Z Wine Works*
Dom Biggi, *President, Beaverton Foods*
Daniel Occhipinti, *General Counsel, Pacific Seafood Group*
Chris Edwards, *State Senator*
John Davis, *State Representative*

Forestry and Wood Products—Room D136

Moderator: Mike Cloughesy, *Director of Forestry, Oregon Forest Resources Institute*
Panelists: Tom Partin, *Past President, American Forest Resource Council*
Brett Brownscombe, *Natural Resource Policy Advisor, Office of the Governor*
Greg Miller, *Government & Community Relations Manager, Weyerhaeuser Company*
Ray Jones, *Vice President of Resources, Stimson Lumber Company*
Timm Locke, *Director of Forest Products, Oregon Forest Resources Institute*

Technology—Room D137-138

Moderator: Skip Newberry, *President, TAO*
Panelists: Jake Weatherly, *CEO, SheerID*
Chris Tobias, *Lead Services Integrator, GE Healthcare Services*
Kynzie Sims, *Manager, Recruitment & Employment Branding, Navax Global*