



City Manager's Office
Economic Development
501 SW Madison Avenue
Corvallis OR 97333

Economic Development Advisory Board
April 13, 2015, 3:00 – 5:00 p.m.
Benton County Sunset Building, 4077 SW Research Way
First Floor Conference Room

Meeting Agenda

Item

- I. Call to Order
- II. Approval of March 9, 2015 Minutes (Attachment 1)
- III. Visitor Comments
- IV. Strategy / Business Activity Reports (Attachment 2)
 - A. Business Activity update
 - B. EDO Activity
- V. Public Records and Public Meetings Handout (Attachment 3)
- VI. OSU School of Forestry – Geoff Huntington (Attachment 4)
 - A. Development plans
 - B. County GMO Ballot
- VII. County GMO Ballot (Attachment 5)
- VIII. Cascades West Council of Governments – Fred Abousleman / Charlie Mitchell
- IX. Other Business
- X. Future Agenda Items
- XI. Adjournment
- XII. Next meeting, May13, 2015 - TBD

Attachments:

- 1 – March 9, 2015 Draft Minutes
- 2 – Strategy / Business Activity Reports
- 3 – Public Records and Public Meetings Handout
- 4 – Huntington Bio and Articles
- 5 – Benton County GMO – OSU Statement

CITY OF CORVALLIS
ECONOMIC DEVELOPMENT ADVISORY BOARD
DRAFT Minutes – March 9, 2015

Present

Skip Rung, Chair
Elizabeth French
Jay Dixon
Nick Fowler
Brian Wall
Frank Hann, Council Liaison

Absent

Ann Buchele (excused)
Pat Lampton (excused)
Jason Bradford (excused)
Tim Weber (excused)

Staff

Tom Nelson, Economic Development Manager
Amy Jauron, Economic Development Officer
Terry Nix, Recorder

Visitors

Jackie Mikalonis
Marc Manley
Barbara Bessey

SUMMARY OF DISCUSSION

	Agenda Item	Summary of Recommendations/Actions
I.	Call to Order	
II.	Approval of February 9, 2015 Minutes	Approved as presented
III.	Visitor Comments	None
IV.	Strategy/Business Activity Reports	Information
V.	Budget	Information
VI.	Regional Solutions – Jackie Mikalonis, Regional Coordinator	Information
VII.	Small Business Development Center – Marc Manley	Information
VIII.	Other Business	Information
IX.	Future Agenda Items	Information
X.	Adjournment	Adjourned at 5:00 p.m.
XI.	Next Meeting	April 13, 2015, Benton County Sunset Building, 4077 SW Research Way

CONTENT OF DISCUSSION**I. CALL TO ORDER**

Chair Rung called the meeting of the Economic Development Advisory Board (EDAB) to order at 3:00 p.m. at the Madison Avenue Meeting Room, 500 SW Madison Avenue.

II. APPROVAL OF

Motion: Mr. Dixon moved to approve the minutes as presented. Ms. French seconded. The motion passed unanimously

III. VISITOR COMMENTS: None.

IV. STRATEGY/BUSINESS ACTIVITY REPORTS

Economic Development Manager Nelson reviewed the Monthly Business Activity and Metrics Report, noting revisions to the table as previously requested. Discussion followed regarding the process by which staff responds to Business Oregon recruitment projects. Mr. Fowler said it would be helpful to close the loop with information about where those projects ultimately located.

Mr. Nelson said the City Council has endorsed the updated Economic Development Strategy. In response to inquiries, City Council Liaison Hann said the City Council is working to institutionalize and standardize the way in which committees report to Council, and he understands that direction will come forward this summer.

Economic Development Officer Amy Jauron said she is preparing a survey to engage the companies she has connected with during the past year and a half. She will share the draft survey with the EDAB before sending it out. She said exciting things are happening with the Willamette Innovators Network and they are moving toward becoming more of a community partner. Mr. Nelson noted it was a busy month for Ms. Jauron, who conducted six first-time visits, 16 follow-up visits, and 17 resource partner visits and community events.

Chair Rung noted that both the WiN event and the city manager candidates' event will be held March 10. A show of hands indicated that there would be representation by EDAB at both events. Brief discussion followed regarding the city manager selection process.

V. BUDGET

Mr. Nelson reviewed his memorandum explaining the increase in Internal Service Charges. This information is provided in response to questions at the last meeting.

Mr. Nelson said the County is proposing a 5% increase in their budget for the Economic Development Office; however, it's his understanding that the overall departmental budget will not increase. In response to inquiries, Mr. Nelson said he believes the County proposed that they would match any increase by the City up to \$5,000. The City had already proposed to increase the expenditure amount by \$10,000 over last year and that expenditure amount will remain the same. Commissioner Dixon said this is a conversation for the City Council and the Board of County Commissioners, but he would look askance at participation if the City were to reduce its allocation based on the County's contribution.

VI. REGIONAL SOLUTIONS

Jackie Mikalonis, Regional Solutions Coordinator, gave an overview of the Regional Solutions Program in the Oregon Governor's office. Regional Solutions is an umbrella program throughout the state that approaches community and economic development by recognizing the unique needs of each region and the importance of working locally to identify priorities, solve problems and seize opportunities. An advisory committee for each region includes representation from the private, public, and philanthropic sectors. The South Valley region includes Benton, Lane, Lincoln and Linn counties.

Ms. Mikalonis said the main project funded through the legislature for this area is the Regional Accelerator and Innovation Network (RAIN). The budget for the project includes \$22 million for infrastructure projects throughout the state. RAIN works with businesses coming from the accelerators and entering into that innovation network that still needs to be developed. Economic development groups, cities, counties and others play a critical role in trying to align assets to ensure businesses can stay in the region. Since the inception of the Regional Solutions program, about \$640 million has been invested in projects around the state. \$140 million of that was state money with the remainder coming from a variety of sources. Mr. Nelson will send out the Regional Solutions report provided by Ms. Mikalonis.

In discussion, Ms. Mikalonis said her impression is that economic development is a high priority for the new Governor. She said RAIN is a great economic tool; it's important to bring economic development entities together to ensure we aren't being redundant and to determine how we can make sure everyone is seizing the opportunities that RAIN provides.

Mr. Nelson noted that the updated Economic Development Strategy includes working regionally to improve air service out of Eugene. Ms. Mikalonis said transportation is a key element in meeting the needs of developing businesses. The Corvallis Chamber of Commerce breakfast on March 12 will include a discussion with the Eugene Airport Director which would be a great place to begin that conversation.

Chair Rung said that when updating the Strategy, the Board was satisfied with what is being done with the RAIN project and wanted to expand focus on retention and expansion. In discussion, Ms. Mikalonis said the first step is to convene the many economic development entities to understand priorities and identify needed assets, including a regional airport. Discussion followed regarding ways to begin that conversation. Several EDAB members indicated that they would attend the March 12 Chamber meeting.

VII. SMALL BUSINESS DEVELOPMENT CENTER

Marc Manley, Small Business Development Center (SBDC), said he appreciates the support given to the organization through the partnership. With this support, the SBDC has been able to provide one-on-one advising services to 148 residents of Corvallis and Benton County who were interested in starting a business or needed help with an existing business, and to conduct training sessions attended by 161 Benton County residents. He described the training sessions which include Going into Business and Small Business Management.

Mr. Manley said EDO staff set metrics for the partnership that would show value to Corvallis and Benton County. He reviewed the status of the identified partnership goals, all of which have been exceeded. He said much of what SBDC has been doing is due to Barbara Bessey's vision and expertise in putting together a good team.

Chair Rung said the Economic Development Strategy is primarily focused on traded sector business for obvious reasons and yet the EDAB is rightly asked what is being done about all businesses. He would like to see a report on what segments are being helped by the SBDC. Mr. Manley said the majority of participation in the training programs and one-on-one advising is in service to local economy businesses. He will provide the statistics. In discussion, Mr. Manley said traded sector clearly makes sense in bringing money to the community which then circulates to local businesses. With the partnership, there is a good

story to tell on both. He offered to produce a summary of the successes of the partnership, to give a presentation to the City Council or Board of County Commissioners if requested, and to try to get an article in the Gazette-Times highlighting the information.

Mr. Manley gave an update on Grow Oregon, an initiative by the Oregon SBDC funded by the Oregon Business Development Department, which focuses on traded sector businesses with at least \$1 million in sales and 10 or more employees. The program offers a concentrated short-term engagement with clients and has helped companies achieve direct economic impact of \$48 million. He showed videos of representatives from Lucidyne Technologies and Lunar Logic speaking about their positive experiences with the program.

In discussion, Mr. Manley said the Grow Oregon approach is to work with businesses and find areas where they can most quickly have an impact and create value for the company. Areas where Grow Oregon has value include strategic needs assessment, market research and analysis, digital media assistance, search engine optimization guidance, CEO network/mentoring. He asked that EDAB members contact him if they have ideas of companies that might benefit from the program.

VIII. OTHER BUSINESS: None.

IX. FUTURE AGENDA ITEMS

It was agreed that the next meeting will be held at the Benton County Sunset Building. The agenda will include an update from a representative from OSU Forestry.

Chair Rung initiated discussion about a measure that will be on the May ballot related to banning GMOs. Commissioner Dixon said the Board of Commissioners is taking a position against the measure based on input from OSU that there would be negative impacts in terms of research. Mr. Nelson agreed to follow up on legal issues associated with members of an advisory board taking a position on a ballot measure. Chair Rung will work with staff to see if there is an opportunity for EDAB to take public input and weigh in on the matter at the April meeting.

It was agreed that the May meeting will include a follow-up on what can be done regionally to advocate for the regional airport. Also, Mr. Nelson will invite Charlie Mitchell, Council of Governments, to talk about economic development.

X. ADJOURNMENT

The meeting was adjourned at 5:00 p.m.

XI. NEXT MEETING

The next meeting will be held on April 13, 2015, 3:00 p.m., at the Benton County Sunset Building, 4077 SW Research Way.

Monthly Business Activity and Metrics Report – March 31, 2015

Start-ups:

- Responded to a request for start-up information – Project Reclaim
- Responded to a start-up request – Project Coffee
- Responded to a request for Start-up information – Project Bacon

Retention / Expansion:

- Four follow up meetings with existing expansion clients

Recruitment:

- Responded to a relocation request from a California business – Project Decal
- Responded to an RFI for Project Stealth
- Developed and submitted information for Project Bentley

Assisted with	Past Month	Past 12 Months	This Fiscal Year
Start-up	3	28	11
Start-up Follow-up visits	0	29	17
Expansion	0	5	1
Expansion Follow-up visits	4	89	47
Retention	0	0	1
Retention Follow-up visits	0	10	10
Recruitment	3	35	30
Recruitment Follow-up visits	2	44	28
Economic Development Officer visits (1st time)	5	56	67
Economic Development Officer visits (Follow-up)	8	120	80

Monthly Economic Development Advisory Board (EDAB) Strategic Plan Update

The EDAB has updated and submitted the Economic Development Strategy to the City. The update was presented to the Corvallis Administrative Services Committee (ASC) on February 4, 2015, and to the Corvallis City Council on February 17, 2015 for their concurrence. The ASC recommended concurrence, and the City Council adopted the updated Economic Development Strategy. The following is a report of Economic Development Office activity to address the Strategies and Tactics over the past month.

2015 Strategies

- Support the development and deployment of resident and next stage capital, as well as identifying the likely financing sources for clients, when needed.
 - o *The EDO continues to assist clients with access to capital from a variety of sources.*
 - o *The Economic Development Officer estimates spending over 60 hours the past month coordinating the Willamette Angel Conference activities.*
 - o *The EDO is working with the Regional Accelerator Innovation Network (RAIN) to develop an umbrella Angel Fund for the region.*
- Support business growth by providing properly zoned and serviced land, buildings, and development projects and by maintaining a timely and predictable development review process. Verify via benchmarking that Corvallis is best-in-class regarding comparable university towns across the U.S.
 - o *The EDO continues to assist businesses in access to property for location or expansion.*
 - o *The EDO attended two pre-development meetings the past month to move clients through the development process*
- Collaborate locally, regionally, and statewide on long-term transportation plans, including access to markets, surface transit, and people travelling. Corvallis is well positioned for ground transportation, but lacks access to convenient aerial travel and foreign markets.
 - o *The EDO attended a Chamber Forum presentation by Eugene Airport*
 - o *Cascades West Council of Governments staff is working with Regional Solutions staff and EDO to begin a Regional Airport discussion.*

2015 Tactics

- Maintain and improve an effective communication plan that includes e-news, social media, and blog posts, as well as maintain a best-in-class information gateway portal that will provide resources to support business development with information about demographics and economics, technical and financial assistance programs, available land, and building resources.
 - o *The EDO was interviewed by Willamette Valley Newswire this month.*
 - o *The EDO met with Brian Brooks, a media consultant, to place targeted interviews on radio and television.*

- *The YesCorvallis and City websites continue to be updated with articles of interest connected with EDO work.*
- *The EDO posts social media updates weekly*
- Support programs sponsored by local and regional partners to facilitate innovation, entrepreneurship, and business investment. Examples include the Willamette Angel Conference (WAC) and Willamette Innovators Network (WiN).
 - *The EDO contracts with the Small Business Development Center for business training and advisory services for all small businesses. A Quarterly Report is attached.*
 - *The Economic Development Officer estimates spending over 60 hours the past month coordinating the Willamette Angel Conference activities.*
 - *The EDO continues to coordinate monthly board meetings and pubtalks.*
 - *The Economic Development Manager participated in the OSU Advantage Accelerator Advisory Board meeting. The following is an update of their efforts:*
 Through March, 2015 over 21 months of operation:
 - i. **More than 650 students** have worked with Accelerator company concepts
 - ii. **52 community and OSU alumni mentors** participated
 - iii. **89 companies and clients** received some level of consultation or service
 - iv. **27 companies were admitted** to the accelerator
 - v. **12 graduated, and**
 - vi. **9 are fundable companies**, with
 - vii. **30 jobs** created, and
 - viii. **\$4.86M in revenue or follow on funding** received by Accelerator companies.
- Build a strong relationship with the local business community through the account manager concept, and an ongoing Business Visitation program.
 - *The Economic development officer conducted 5 first-time visits and 8 follow-up visits with businesses. In addition, she had 17 resource partner visits.*
- Ensure that the City has an effective and productive relationship with Business Oregon, the State's economic development agency, for access and response to business development leads.
 - *The Economic Development Manager participated in the Oregon Economic Development Association Governmental Affairs Committee*
 - *The EDO participated in Pacific Northwest Manufacturing Partnership's efforts for designation as an Investing in Manufacturing Community Partnership region. This effort is being led by Business Oregon, and is being guided by the U.S. Economic Development Administration. The application was submitted in March / 2015.*
- Provide a business-oriented welcoming program for key recruits of local employers.
 - *Our membership in Civic Outreach resulted in 9 new executive and 7 new business greets for the month.*

SBDC Partnership Report 2015 Q1 for Corvallis Economic Development

Client Advising Results

Goals	Partnership Goals	4Q 2013	1Q 2014	2Q 2014	3Q 2014	4Q 2014	4Q 2014
Total number of advisory clients served		32	39	69	40	28	38
Total client advisory sessions	24-36/quarter	61	79	172	85	48	67
Total advising hours		123	136	210	170	108	136
Long-term clients (5+ hours)	7-9 total	16	13	18	27	18	20
Long-term client advisory sessions		42	33	81	63	34	40
Long-term client advising hours		86	84	146	141	84	100
New business starts	2	2	2	1	2	1	3
Jobs created/retained	9	13	25	11	6	2	4
Capital infusion	300,000	12,700	604,375	20,000	20,500	14,500	34,177
Increased revenue	500,000	100,000	6,000,000	72,000	15,000	21,188	54,000
Training events held	3/quarter	4	8	12	9	5	9

Training Activities

Program	Location	Total Attendees	Corvallis / Benton Attendees
Going Into Business	Albany	12	6
MicroBiz Explore	Corvallis	17	11
Small Business Management	Albany	25	9
Guided tour of QuickBooks	Albany	9	4
QuickBooks 1	Albany	12	6
Going Into Business	Lebanon	14	3
Introduction to State Contracting	Albany	22	6
Introduction to Federal Contracting	Albany	14	4
Going Into Business	Corvallis	5	3



Public Records and Public Meetings

Information for Advisory Boards, Commissions, and Task Forces

April 2015

OVERVIEW

Oregon's open government laws promote democracy by ensuring that all state, regional and local governments conduct their business with transparency. Oregon residents have a right to know how their government is spending their tax dollars and exercising the powers granted by the people. The information below is provided to ensure all members of City advisory boards, commissions, and task forces (referred to as "members") are aware of requirements related to public records and public meeting laws, and how they apply to participation on a City advisory board, commission, or task force.

PUBLIC RECORDS

WHAT IS A PUBLIC RECORD?

A public record includes any writing containing information relating to the conduct of the public's business that is prepared, owned, used or retained by a public body regardless of physical form or characteristics. It includes, but is not limited to, a document, book, paper, photograph, file, sound recording or machine readable electronic record, regardless of physical form or characteristics, made, received, filed, or recorded in pursuance of law or in connection with the transaction of public business, whether or not confidential or restricted in use. It is important for members to be aware that email messages they send or receive that relate to City business are public records that belong to the public, regardless of whether they were sent or received on a public or private email system.

PUBLIC RECORDS LAW

Oregon's Public Records law is divided into two parts. The first part relates to how long a public record must be kept (retention) and requirements for its disposition. Retention is determined by the content of the record. For example, an email notification about a meeting date/time/location can be deleted after it is read; however, minutes from that meeting must be retained permanently. The second part of the law establishes every person's right to inspect any nonexempt public record of a public body. Very few records in Oregon are exempt from disclosure.

WHO IS SUBJECT TO PUBLIC RECORDS LAWS?

The law applies to every "governing" body and every "public" body. In Corvallis, this includes City staff, the City Council, and members of all City advisory boards, commissions, and task forces.

USE OF PERSONAL EMAIL/PERSONAL DIGITAL DEVICES

Members may use their privately owned e-mail accounts or personal digital devices (PDDs) for sending and receiving messages related to City business; however, the member must forward these communications to City staff so they are retained in accordance with the law. Members must also realize that when they use private accounts and PDDs for City business, those accounts or devices may be subject to public disclosure and retention requirements. In any scenario where City business is being done on a PDD or with personal cloud storage, there is no expectation of privacy.

WHAT DOES THIS MEAN FOR MEMBERS?

Public records generated as part of business related to a City advisory board, commission, or task force are maintained by the City staff person assigned to that body. In other words, the City is charged with the responsibility for maintaining public records in accordance with the law. If you generate a public record or receive a public record from a third party, you must send it to the appropriate City staff person so it may be included in the appropriate record file. For example, if your neighbor knows you are on the Planning Commission and he sends you an email with information that relates to City business, simply forward a copy of that email communication to staff in the Planning Division so it may be appropriately filed and retained. Similarly, if someone provides you with a hard-copy letter addressed to the Planning Commission, forward it to City staff.

PUBLIC MEETINGS

WHAT IS A PUBLIC MEETING?

A public meeting is the convening of any governing body (in person, via email, via telephone, via online chat) for which a quorum (majority) is required in order to make a decision or to deliberate toward a decision *on any matter*. Reasonable notice must be provided to inform the public and all interested parties about the time, place and agenda of public meetings. Special accommodations may be necessary to ensure accessibility for persons with disabilities.

Governing bodies also must comply with these requirements when their members use electronic communication in lieu of face-to-face official meetings. For example, communications between and among a quorum of members of a governing body convening on electronically-linked personal computers are subject to the Public Meetings Law if the communications constitute a decision or deliberation toward a decision for which a quorum is required, or the gathering of information on which to deliberate. Given these requirements, use of email and other online communication may create risk of violating Oregon's open meeting laws.

A gathering of less than a quorum of a committee, subcommittee, advisory group or other governing body is not a "meeting" under the Public Meetings Law. While a gathering of less than a quorum is not a "meeting," members of a governing body should not gather (or communicate in some other manner) as a group or groups composed of less than a quorum at any one time in order to create a "serial" quorum of the members gathering information or making decisions outside of the public meeting process. These discussions and decisions need to be conducted at the meetings, even though it is not always convenient. Such a gathering creates the appearance of impropriety, and runs contrary to the policy of the Public Meetings Law, which supports keeping the public informed of the deliberations of governing bodies.

WHAT DOES THIS MEAN FOR MEMBERS?

It is important to understand what constitutes a public meeting so members do not inadvertently violate the law. Meetings scheduled by City staff will provide the appropriate public notice; however, online discussions by a quorum of members violate public meetings law and should not occur.

If you have questions about any of the above material,
please contact City Recorder Carla Holzworth at 541-766-6901.



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College of Forestry

Forest Engineering, Resources & Management

Huntington, Geoffrey

Director, Strategic Initiatives
Senior Instructor



Office Location: Peavy 150

Phone: 541-737-9103

Email Address: Geoff.Huntington@oregonstate.edu (<mailto:Geoff.Huntington@oregonstate.edu>)

Education:

- 2004** - Advance Mediation Certification, Straus Institute for Dispute Resolution, Pepperdine University School of Law
- 2002** - Dispute Resolution/Mediation Certification, Confluence Center for Mediation & Training, Portland Oregon
- 1986** - J.D. Degree, University of Oregon School of Law, Senior Staff Editor for Inaugural Edition of the Journal of Environmental Litigation
- 1983** - Coursework for M.S. Degree in Agricultural Economics, Michigan State University
- 1982** - B.S. Degree, Natural Resource Development, Michigan State University

Current Programs:

EXPERIENCE

Director, Strategic Initiatives, Oregon State University College of Forestry. 2012-present

Responsible for framing and leading short- and long-term initiatives to drive the strategic goals of the College of Forestry, and engaging internal and external stakeholders as active participants who partner with the Dean to set the tone, tenor, and direction of the college and its programs. Develop and refine initiatives and programs aimed at making the college more entrepreneurial and better integrated in environmental, social and economic issues of strategic importance to Oregon and the Pacific Northwest. Drive progress on key priorities of the Dean that require cooperation and collaboration of multiple internal and external stakeholders including college faculty and staff, government and non-government entities, private sector businesses and entities across the University.

Senior Instructor, Oregon State University College of Forestry. 1994-present

Academic teaching appointment specializing in law and policy issues relating to environmental and natural resource regulatory systems. Work primarily with graduate students from multiple departments at the University, bringing current natural resource policy challenges into the classroom to examine how they are being shaped and influenced by the matrix of existing state and federal laws.

Sustainability Consulting, Sustain LLC and Blu Skye Consulting. 2004-2013

- Serve Fortune 500 clients both as a partner in Sustain LLC and on project specific collaborations with the Blu Skye Sustainability Consulting Group of San Francisco. Project management of complex sustainability initiatives requiring participation and buy-in of supply chain members and stakeholder groups of client companies. Assist corporate clients to design and execute collaborative initiatives to establish, authenticate, and verify the sustainability of products and production processes within the context of environmental, social, and financial outcomes relevant to the core business objectives.
- Projects include: Design and execution of textile and apparel supply chain sustainability initiatives for a Fortune 50 retailer. Organized and launched the "Sustainable Apparel Coalition" (2009 - 2011), including early work with 50 member companies collaboratively developing product and supply chain index/performance indicators in both social/labor and environmental areas. Recent client projects include tracking and measuring supply chain sustainability in targeted retail product sectors, and helping suppliers excel at integrating retailer customer sustainability program initiatives into their business.

Executive Director, Oregon Watershed Enhancement Board. 1999-2004

Served in the Governor's Natural Resources Cabinet as director of the agency charged with coordinating and supporting the Oregon Plan for Salmon and Watersheds – a multi-faceted approach to watershed health based on collaborative, citizen-based restoration actions aimed at advancing salmon recovery and water quality goals of Oregon. Managed and framed policy initiatives for investment of over \$20 million annually in watershed restoration projects. Recruited and served a legislatively created oversight board of 17 members representing business, labor, environmental interests, tribal governments, and five federal agencies. Strove to integrate watershed restoration investments with economic and workforce benefits to local economies in Oregon. Worked to establish an incentive-based structure to align economic self-interest of business and land managers with broad public policy objectives in order to accomplish outcomes beyond those delivered by existing regulatory programs.

Deputy Director, Oregon Water Resources Department. 1995-1999

Served as Deputy Director with line authority for administration and policy direction of 160 staff charged with administering Oregon's water allocation laws. Oversaw daily management of the agency's budget development and execution, as well as human resources.

Assistant Attorney General. Oregon Department of Justice, Trial Division. 1991-1995

Trial attorney for state natural resource agencies. Enforcement and defense actions in state and federal courts. Extensive work with agency enforcement/field personnel in multiple fields of expertise to frame and execute regulatory programs protecting broad public interests while also balancing business and stakeholder interests. Extensive experience in negotiated dispute resolution of conflicts.

Assistant Attorney General. New Hampshire Office of the Attorney General, Environmental Protection Unit. 1986-1990

General counsel and trial attorney for state natural resource agencies. Civil and criminal enforcement actions on behalf of state regulatory agencies. Represented state in federal nuclear power plant licensing proceedings.

Affiliations:

Oregon Bar Member
U.S. Institute for Environmental Conflict Resolution, Certified Practitioner
Oregon Wetlands Conservancy, Past Board Chair



News & Research Communications

OSU begins initiative for forest science complex

01/06/2015

PORTLAND, Ore. – Oregon State University, which is internationally recognized as a leading natural resources university, has begun an initiative to build a \$60 million complex to accelerate its forestry education programs and research on advanced wood products.

The Oregon Forest Science Complex will encompass renovation of existing OSU campus facilities as well as new construction; showcase innovative uses of wood in building design; and allow the College of Forestry to help meet the world's growing demand for energy efficient, tall buildings made from sustainable building products.

The project includes a \$30 million fundraising goal. Once philanthropic commitments are secured, OSU will seek matching bonds from the state. Bonding for the project was included in the governor's capital budget for consideration in the upcoming legislative session.

The initiative was announced today in Portland at the Oregon Leadership Summit of the Oregon Business Plan, by Thomas Maness, the Cheryl Ramberg Ford and Allyn C. Ford Dean of the College of Forestry.

"We are excited about leading a new national effort to advance the science and technology necessary to primarily use wood in the construction of 5- to 20-story buildings," Maness said. "Developing these new, competitively priced, environmentally friendly products will not only increase the value of Oregon's natural resources, but also grow jobs in our rural communities, with substantial benefits for our state."

Seeking new methods to reduce the carbon footprint of high-rise construction, architects and engineers from Austria to Canada, Norway and New Zealand have begun constructing buildings with exceptionally strong wood products. This "cross-laminated timber" is made of strips of wood glued together across the grain, and panels can be more than 1 foot thick and 80 feet long.

OSU already is a global leader in developing adhesives and manufacturing techniques for engineered wood products. The Oregon Forest Science Complex will boost the university's applied research efforts with a new Advanced Wood Products Laboratory. Envisioned as a 25,000-square-foot facility, it will include computer controlled and robotic manufacturing systems, plus a pilot plant designed as a learning laboratory for students.

The project also will create a life-sized example of what can be done with advanced wood products through a renovation of the College of Forestry's main academic facility, Peavy Hall.

"In addition to concerns about sustainability, there is a lot of interest in engineered wood construction because these spaces are beautiful, very inviting and healthy places to live and work," Maness said. "We want to show what you can do, and create a place that will be inspiring to our students as well as industry representatives."

New space is needed to serve OSU's growing numbers of undergraduate and graduate forestry students. Over the last decade the College of Forestry's enrollment has nearly doubled to about 1,000 students, and to meet high demand for trained forestry professionals, OSU plans to further increase enrollment to 2,000.

The Oregon Forest Science Complex illustrates the university's commitment to invest in its programs of greatest distinction and potential for local and global impact, said OSU president Ed Ray.

"Sometimes people think that forestry was important for Oregon's past but don't realize that it remains critical to our economy today, and may become even more important in the future," Ray said. "We are very proud of OSU's contributions to the sector and are eager to build on this rich heritage, carrying out our mission as a 21st century land grant university."

Last year OSU was named the world's seventh best university for forestry and agriculture by Quacquarelli Symonds (QS) World University Rankings, in a survey of more than 200 schools.

Fundraising for the Oregon Forest Science Complex will be led by the Oregon State University Foundation. The foundation recently concluded The Campaign for OSU, in which more than 106,000 donors made gifts exceeding \$1.1 billion.

Fundraising efforts are now focused on targeted special initiatives that advance the university's Strategic Plan for creating transformative student learning experiences and building on the institution's areas of greatest strength and potential impact, such as forest science.

About the OSU College of Forestry: For a century, the College of Forestry has been a world class center of teaching, learning and research. It offers graduate and undergraduate degree programs in sustaining ecosystems, managing forests and manufacturing wood products; conducts basic and applied research on the nature and use of forests; and operates 14,000 acres of college forests.

MEDIA CONTACT:

Molly Brown, 541-737-3602

SOURCE:

Thomas Maness, 541-737-1585

Contact Info

News and Research Communications Oregon State University 416 Kerr Administration Bldg. Corvallis, Oregon 97331 541-737-4611 Contact us
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Articles - April 2015

Thursday, March 19, 2015

BY DAN COOK | Photos by Jason E. Kaplan

A "tall timber" alliance aims to position Oregon as a front runner in the glamorous new world of wooden skyscrapers.



Pioneers: Lech Muszynski, director of Oregon State University's Forest Research Laboratory, and Valerie Johnson, president and co-owner of D.R. Johnson, pose with CLT samples in the OSU lab.

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Created by the railroad, raised on timber jobs, [Riddle, Oregon](#), population 1,180, has been ground down by timber's downward spiral.

As timber employment dwindled, so did Riddle's services. Gone are the gas station, grocery store, retail shops and most of the restaurants and taverns that once did steady business. Gone too is much of the hope in this hamlet located 24 miles south of Roseburg.

Now, an unlikely alliance of urban developers and architects, academics and timber industry executives may be about to reverse Riddle's fortunes, and those of other timber towns, as they seek a new way of using trees to construct buildings.

The dream held by this "tall-timber alliance," composed mostly of Oregonians (with one major exception), is to rebrand building with a revolutionary new green timber product, much the way Oregon chefs, restaurateurs and organic farmers rebranded local produce in the 1990s with the farm-to-table movement.

With the fervor of missionaries, the members of the tall timber alliance are putting mind, muscle, money and marketing savvy behind huge panels made of tree parts glued together. These panels, called [cross-laminated timber panels](#), or CLTs, will be the building blocks of the next generation of the world's skyscrapers, as well as more modest structures, alliance members insist.

The dimensions of these panels are mind-numbing, a fair match for the scope of the alliance's vision. They come out of the production mill as large as 98 feet long, 18 feet wide and 19.5 inches thick. Created by a laminating process, they come off the assembly line long and sensuous, a quality perhaps unique to wood among building materials.

"People love the idea of living and working in a wood building," says architect Thomas Robinson, principal of [Portland-based LEVER Architecture](#), a firm that is working on a small office project in North Portland that will use CLT panels. "They are drawn to the material. Solid wood is attractive and it's sustainable. Building with these panels will distinguish the product I offer to the market. It's a way to connect urban and rural Oregon through design."

BRIDGING THE GAP

According to the timber alliance script, most of the production and finishing work will be done in large facilities in timber towns, with assembly-only required on the actual building site. Like Legos on steroids, these panels come ready to assemble. They are set in place by huge cranes and fastened down tight. A CLT building goes up in a fraction of the time it takes to build with steel and concrete.

And they'll be made in Riddle, Oregon, at least initially, by local laborers with [D.R. Johnson Lumber](#), founded in 1951.

The company is run by one Valerie Johnson, daughter of the company founder. Born and bred in a timber town, she's lived through the industry's whipsawing fortunes and jumped at the opportunity to participate in the tall-timber alliance. She sees it as a chance to inject some life into the economies of timber communities like Riddle.

"My heart is with these good [timber town] people who know how to work hard. They've been through some terribly tough times. It's just been a tragedy," she says.

“Would Don Johnson have taken this gamble?”

“My dad would have jumped on this.”

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“If the idea of mass timber construction and a renaissance of building with wood can move forward, it really puts people back to work with renewable resources.”

Sound like a long shot, a pipe dream, the result of city folks sharing a jug of corn liquor with the local yokels? After all, the world builds with steel and concrete. Trees are just placeholders, frames for the real building materials.

The alliance begs to disagree. They’re not inventing the process or the demand for it, they point out, since there’s already a flourishing European CLT industry in an area just about the size of Oregon.

The demand for the product is driven by its environmental and aesthetic advantages over steel and concrete, they say, and they predict rapid adoption of the building technique, with Oregon leading the way. “You’ll see tall-timber buildings in the U.S. within two years,” says Robinson.

FARM TO TABLE; FOREST TO FRAME

The CLT movement is about far more than creating jobs for rural Oregonians. The vision of the tall timber acolytes is to brand wood construction — to market Oregon wood as a local, homegrown product. Some are already playing off the farm-to-table tagline by using the term “forest to frame.”

“CLTs are made from a renewable resource that we can produce at our back door [Riddle] and showcase at our front door [Pearl District],” says Portland developer Tom Cody. Cody, managing partner with [Project Ecological Development](#), is moving ahead with plans for a CLT building in the Pearl District, a 135-foot-tall structure composed primarily of the massive wood panels. It’s critical to the success of his project to source the panels from an Oregon lumber company like D. R. Johnson, he says.

No less a marketing authority than [Feast Portland co-founder Mike Thelin](#) thinks the CLT recipe includes all the right ingredients. “Timber is symbolic and meaningful to this region, and we need to find a way to tell that story, and show people what it can look like,” says Thelin, a consultant who works on culinary real estate projects around the country. “The applications for these types of buildings are really beautiful. What’s so cool about this particular product is it enables you to create that massive timber-beam look without destroying old-growth forests.”

Thelin, Cody and other CLT advocates acknowledge there’s work to be done to brand timber from Douglas County the way heirloom tomatoes from Jackson County have been successfully branded. But they’ll also tell you the concept can’t miss; it’s just a matter of when, not if.

“Ideally, we keep this in a tight radius, we do it all in Oregon,” Cody says. “We have the opportunity to create something meaningful here. This can create a cycle of economic recovery in the rural communities that is directly supported by Oregon’s urban centers.”

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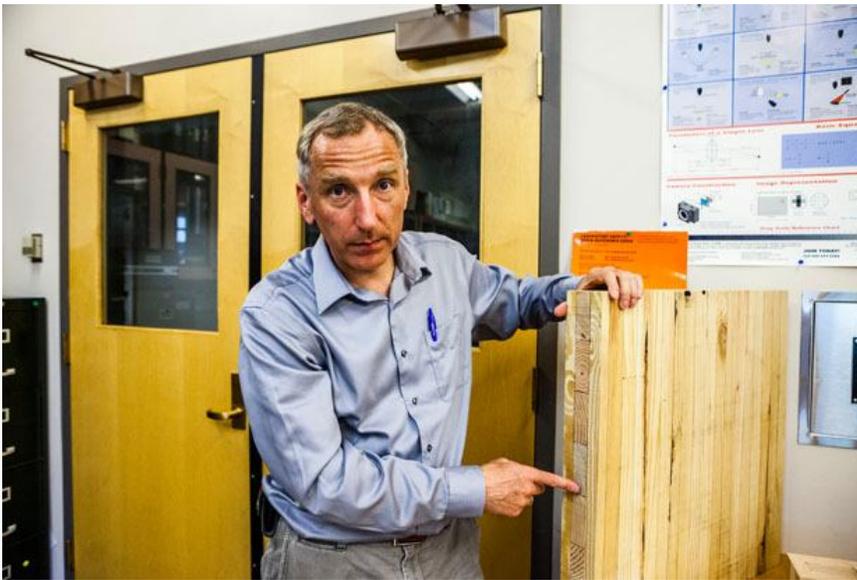
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The director: Lech Muszynski explains CLT construction in the OSU Forest Research Lab.

FROM VANCOUVER B.C. TO PORTLAND, OREGON

On January 6, more than 1,000 civic and business leaders listened, spellbound, as another CLT proselytizer made a similar pitch. The setting was the Oregon Convention Center, for the Oregon Leadership Summit, an annual conference intended to rally support for the business agenda. It was a day full of thought-provoking lectures and panel discussions — about education, the fledgling drone industry and the infrastructure funding crisis. One speaker stole the show: [Michael Green, a charismatic Vancouver, B.C., architect](#) who travels the world promoting the game-changing virtues of CLT construction.

“Just like our food, we need to reportion our diet so our buildings will be beautiful, local, healthy, fast and good for the planet,” Green proclaimed, as he wove together seemingly disparate issues — TV dinners, sustainable agriculture, urbanization, carbon emissions from the building sector — into a riveting narrative about how newfangled wood building can change the world.

The novel construction method, he said, can displace concrete and steel as a way to meet future demand for housing and business space — without further damaging the environment, and adding an aesthetic element that can bring a structure alive.

And Oregon, Green observed, is the place it can all happen. “This is an opportunity for Oregon to lead America, if not the world.”

Here, Green believes, one finds all the elements for launching a CLT movement in the U.S.: a ready supply of the “junk” timber used in the process; a willing and able rural workforce; a timber industry infrastructure that can be readily adapted for CLT production; and a core of progressive architects and developers willing to experiment with new building methods.



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BY SOPHIA BENNETT

Since 1932 Tidewater Transportation & Terminals (operating as Tidewater Barge Lines and Tidewater Terminal Company) has operated a multicommodity transportation and terminal company based in Vancouver, Washington. The friendly expression on the company's shipping containers reflects the attitude of about 330 safety and community-conscious employees but belies how complicated the barge business really is.

Regional Focus Helps The Dalles Succeed

BY SOPHIA BENNETT

The buzz at the Leadership Summit was instantaneous. “Fascinating presentation on next-generation wood building materials,” tweeted [Multnomah County Commissioner Jules Bailey](#). “One of the most innovative thinkers in the world today,” said emcee Chris Coleman. “That talk was worth the price of admission,” remarked Tom Kelly, owner of the remodeling firm Neil Kelly Company and chair of the Portland Development Commission.



Inside the D.R. Johnson mill in Riddle, Oregon. The company is adding CLT capacity but has yet to start manufacturing the massive engineered panels.

It wasn't the first time Green hit the revival-show preacher's jackpot in Oregon. In fact, the seeds of the tall-timber alliance were planted several years ago, when [Dr. Thomas Maness](#), dean of the OSU College of Forestry, and [Lech Muszynski](#), director of OSU's Forest Research Laboratory, attended one of Green's presentations. They were swept away by the vision Green painted of a built environment embracing tall structures made almost entirely out of giant CLT panels. The fact that Green could point to existing structures of more than 10 stories in Europe, Australia and New Zealand helped convince the academicians that the system could work in the U.S.

They in turn hosted a series of conferences and seminars designed to expose representatives of the building and timber industries to Green's message. Their hope was that their natural partners for a CLT pilot project would surface.

They did. Today the nascent movement is barreling ahead at near lightning speed to ramp up an Oregon-based CLT industry. In addition to developers like Cody and architects like Robinson, one timber company executive stepped forward and agreed to give building the panels a shot.

Valerie Johnson's father, Don R. "D.R." Johnson, was a bit of a legend in the Oregon timber industry. He wasn't afraid to push his lumber company into new markets, and in the 59 years he ran the company, he built an impressive privately held empire, with interests in eastern and western Oregon. His early ventures into the laminating and co-generation markets set the tone for the company, positioning it as a niche player, quick to test new markets.

His daughter succeeded him upon his death in 2010 and brought to the job her father's feisty spirit. (The president of D.R. Johnson, Johnson co-owns the company along with several family members.) Johnson's willingness to take on the project was critical not only to getting the pilot project off the ground, but to cementing the urban-rural partnership envisioned by Maness and Muszynski.

The Port of The Dalles has run marine facilities since the 1930s, but they are part of a larger mission to strengthen the local economy. They focus on regional economic development with a strong bent toward adding good-paying jobs in high tech, manufacturing and other industries.

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By Denise Loter-Koch

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CLT manufacturers in Europe; OSU's Lech Muszynski created the map to show the region is about the same size as Oregon.

The CLT process was invented in Austria in 1993. By 1996 standards were being considered, and soon production was underway. Today Austria and Germany dominate CLT manufacturing, with Austria leading the way in total production. Facilities have also sprung up in Italy, Sweden, Norway and Canada.

Thomas Maness, dean of the OSU College of Forestry, thinks Asia is the next big CLT market, and that Oregon is well positioned to serve trans Pacific demand. "This business sits nicely on top of existing manufacturers, so it adds on to employment for every log we harvest."

When Johnson and her chief operating officer, John Redfield, attended an OSU seminar featuring Green and members of his team in 2013, they were hooked. "At the end of the presentation, the ask of the meeting was, 'We are hoping Oregon manufacturers will look into this,'" she recalls. "You could tell there was a ripple of interest. At a break, we were in the hallway with Lech. He said he was looking for a partner so that they could test the products in their lab to kickstart the thing. John was standing there and I said, 'I guess we can figure that out.' And John said, 'Sure, we can.' And that was it."

It's hard to understate the risk the two agreed to take that day. Their own mill had been shut down due to lack of business. The investment they would have to make was unknown at that point, as was just about every other detail of how they would produce the massive panels that no other U.S. manufacturer had yet produced.

Developers in Vienna will begin construction next year on what will be the tallest wooden skyscraper in the world: the 276-foot "HoHo" project in the Seestadt Aspern area, one of Europe's largest urban development sites. The project will house a hotel, apartments, a restaurant, a wellness center and offices.

But in Johnson's mind, the question was, "Would Don Johnson have taken this gamble?" The answer was a no-brainer. "My dad would have jumped on this," she says.

Less than a year after agreeing to participate in the pilot program, Johnson and Redfield were ready to produce their first panels. In that year, they attended more seminars and meetings on CLTs to get up to speed on the process. Johnson and Redfield took a whirlwind tour of the existing CLT production zone in Austria, Germany and Italy to see for themselves how the pros were doing it. Then, with internal and external funds (\$50,000 from



Oregon BEST), they assembled the equipment for the production line at the laminating mill in Riddle.

“We built quite a bit of this right here in our machine shop,” Redfield says with pride. On a wet day in February, Redfield is leading the way through the millworks to a section of the facility where the panels will be built. Gleaming new machines perched on thick cement slabs await their first orders. “We are ready to go,” Redfield says.

“ This is an opportunity for Oregon to lead America, if not the world. ”

Being the first U.S. company to make CLT panels for tall-timber construction gives D.R. Johnson a serious competitive advantage, one that Johnson is keenly aware of and eager to exploit. (To protect that advantage, Johnson refused to let a photographer take pictures of the new machinery.) Just as her father got in early on laminated products and cogeneration, she wants to be at the forefront of the CLT business.

Muszynski believes her gamble will pay off. “Vision, guts and courage — that’s how I would describe Valerie Johnson and her company,” says Muszynski. “I can’t say enough about how great they are. They are as progressive as you get. And there’s plenty of demand out there for the product.”



John Redfield, chief operating officer, D.R. Johnson, in front of a sample house made from CLT panels.

The tall-timber industry is predicated on the economic and environmental benefits of a new green building construction material. But the wooden skyscraper movement is about much more than an innovative engineered-wood product. It also ushers the timber industry into the 21st-century branding economy.

As Thelin points out, forest products companies are not exactly known for their iconic or sexy marketing campaigns. Tall timber could change all that. Thelin, who became familiar with the mass timber movement as part of his culinary real estate work, sees a way to market buildings made from Oregon trees, felled by Oregon loggers, processed by Oregon timber mill workers, and used to create beautiful wood buildings designed by Oregon architects. These buildings would leave behind a much smaller carbon footprint than the conventional steel-and-concrete structures that dominate every city in the world today.

"There's a lot of buzz around this," Thelin says. "People in the building industry are really excited." The next step is to connect the dots for consumers, says Thelin, who believes the alliance should come up with something more precise than the current tagline, forest-to-frame. "Show me a building that isn't 'forest-to-frame,'" he says.

For her part, Johnson seems to intuitively understand the urban-rural connection that the other members of the alliance want to pursue. Her presence at the Oregon Leadership Summit — she spoke immediately after Green, receiving at least as much applause — was a concrete and symbolic



representation of the CLT business model. Born and raised in rural Oregon, Johnson worked for her father's company and lived the vicious and often demoralizing cycles of the timber business. Like her father, she supports conservative causes and has represented timber interests in environmental debates. But for years she has lived in the Portland metro area, handling her management chores virtually from the city.

Johnson would love to make a lasting contribution to the revival of Oregon's rural economy. That's why she was willing and eager to bring D.R. Johnson to the CLT table when its Oregon advocates came looking for a timber partner.

But she doesn't want to raise the hopes of rural Oregonians unrealistically, either. "I don't know that we always can foresee how an idea will evolve," she says. "If the idea of mass timber construction and a renaissance of building with wood can move forward, it really puts people back to work with renewable resources. But this isn't going to be a huge facility initially, just a handful of new jobs. There's a lot of work to be done before we'll know what this is going to look like."

The success of CLT manufacturers in Europe serves as a beacon for Oregon's timber-tower alliance as they attempt to re-create the industry in Oregon. But, as Johnson says, there's work to be done first to grow an industry — in both the public and private arenas.

Among the challenges is wood's historic reputation as tinder for a great city fire — in London, Chicago and San Francisco, for example. In Oregon, both the materials and the panels themselves will have to be thoroughly evaluated so that building code officials can be convinced these materials will meet strength, seismic and fire safety standards. Currently, most U.S. codes don't cover such materials, or if they do, they are for wood buildings of only a few stories in height.

Few residents of Riddle are aware of the details and scope of the timber-tower alliance CLT strategy. Jane Mitchell, president of the Riddle Chamber of Commerce, says she heard D.R. Johnson was involved in the process. "But the man on the street doesn't know about this yet."

Another concern is the timber industry's overall lack of response to date to the CLT challenge. Oregon State University invited representatives of three timber companies to its presentations on CLT, seeking partnerships to launch a pilot program. But only Johnson offered to help kickstart the program. Should demand for the product take off, more than one company would have to produce the panels to meet demand.

Building a dependable workforce is yet another challenge. It's one thing to have the technology and the facilities to build cross-laminated timber panels. But someone who knows what they're doing has to show up to do the work. A skilled labor force must be developed locally in order to produce the CLT panels.

Perhaps the most pressing issue to be addressed is the environmental impact of producing the panels. As Green's presentation notes, buildings produce a whopping 47% of all carbon emissions. While the wood panels may offer substantial carbon advantages over steel and concrete, their production requires laminating materials like resins and epoxies "that can make products that are either harmful to the environment or that are not," developer Cody says. "We're interested in the nonharmful ones."

Members of the alliance say they are working on all of these problems. OSU intends to establish a testing center to evaluate all aspects of CLT construction, and is also developing a new program to build workforce competencies. Meanwhile, Oregon's building codes division, already one of the most progressive in the country, is looking to accommodate the new construction.

"We're supportive of the CLT process," says Andy Peterson, manager for plan review and permitting at the Portland Bureau of Development Services. Peterson believes that the "rigorous testing" the materials will undergo will pave the way for its inclusion in the state building code.

"You can look around the world and see where some of these tall wood structures have been built. We're all learning from one another."

A TALL TIMBER TALE

It's a global learning process, this brewing revolution within the built environment community that dares to challenge 150 years of erecting tall buildings with concrete and steel. It reads like fiction when you put it all together.

There's the Canadian architect who hitched his star to a massive wood panel and now stumps North America to promote CLTs. His converts from Oregon — Green is considering opening an office in Portland — find their forest-products soulmates, who in turn drink the Kool-Aid and think they can brand a giant wooden Lego as "Oregon grown and Oregon built."



Reach for the sky: A rendering of a planned CLT project in the Pearl District, a 135-foot mixed-use building

A few timber veterans from Riddle decide to drink it too, and find themselves winding through a huge Austrian CLT factory, frantically asking questions and taking notes. They return to Riddle, a bit shaky but energized, and start the task of passing on the knowledge to their workers, hoping they'll get it right so they can grab the CLT brass ring before some other timber company gets there first.

It's a legitimate concern. Last year an Austrian manufacturer announced plans to partner with an Idaho lumber mill to market and produce CLT panels. [The federal government is underwriting several CLT initiatives, including a \\$2 million White House prize competition to design and build high-rise structures out of wood.](#)

As these grand plans unfold, the residents of Riddle continue to get up in the morning, go about their business, have a good meal at dinner time and turn in, unaware they are in the middle of something that could be very, very big for Oregon. Something that could at last bridge the yawning gap between rural and urban. Something that could rival farm-to-table as a marketing concept. Something that could be the Next Big Thing on a global scale.

And it might even bring the gas station back to Riddle.

A version of this article appears in the April issue of *Oregon Business*.



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My daughter turned 18 last week, and for her birthday I got her a Car2Go membership. Not to label myself a disruptor, but it felt like a groundbreaking moment. The two of us, mother and child, were participating in a new teen rite of passage: Instead of handing over the car keys, I handed over a car-sharing card — with the caveat that she not use the gift as her own personal car service.

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OSU Statement on Benton County Ballot Measure 2-89

Benton County Ballot Measure 2-89, to be voted on May 19, 2015, would prohibit corporations or government agencies from using or selling genetically engineered organisms, and cultivating genetically engineered organisms in the county. The ballot measure does not exempt use of genetically engineered organisms for biomedical applications, research, or educational institutions.

Oregon State University (OSU) scientific research experts conducted an evaluation of research activities at the university and say the measure could impact OSU research and education related to medicine, agriculture, forestry, environmental protection, and wildlife conservation.

OSU estimates the measure might directly impact 120 or more faculty in eight OSU colleges; stop research that was valued at \$18.3 million from external funding in fiscal year 2014; affect the education of 300-400 students; and impact 100-200 support university staff.

For example, in the OSU Department of Botany and Plant Pathology, the measure could impact nearly 35 research projects conducted by 13 faculty members and involving another 67 research staff and students. Current active grants in that department, including some funds coming in over a period of years, are valued at more than \$13 million, and pending research totals another \$16 million. In the OSU Department of Pharmaceutical Sciences more than half of the laboratories could be affected.

OSU uses genetically engineered organisms to:

- Research and develop therapies for various human diseases, including Lou Gehrig's disease;
- Find new ways to prevent or treat some types of cancer, including skin, lung, ovarian, bone, and pancreatic cancers;
- Reduce or prevent the effects of agricultural diseases on Oregon crops, such as eastern filbert blight;
- Develop improved environmental clean-up methods, including methods to clean up oil spills;
- Improve bioenergy and wood crops;
- Research the safe use of products of genetic engineering;
- Identify endangered species in the wild and detect the unlawful sale of protected species, such as endangered whales; and
- Educate students on modern laboratory tools and procedures, such as DNA sequencing.

Genetically engineered organisms used at Oregon State University and elsewhere in the U.S. are regulated by agencies, including the Food and Drug Administration (FDA), the U.S. Department of Agriculture (USDA), and the Environmental Protection Agency (EPA).