

Business Oregon News

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Oregon Facts

OREGON'S TAX STRUCTURE
 A 2011 report by Ernst and Young on the best states for business, pronounced Oregon has the second-lowest business taxes on new investments.

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Business Oregon News

February 2014 • From Tim McCabe, Director, Business Oregon

Growing Oregon's Food Processing Industry: Good for You and Good for Oregon's Economy

The NW Food Processors Association (NWFPA) annual trade show was recently held in Portland, and Business Oregon director Tim McCabe was asked to discuss why Oregon is having so much success in growing the state's food processing industry.

Business Oregon has long supported the NWFPA, which celebrated 100 years of operation this year, and its efforts to support the interests of Oregon's food processors. NWFPA members include fruit and vegetable processors, seafood, dairy, poultry, bakeries, specialty and fresh-cut. Headquartered in Portland, the association represents 450 member companies including nearly 80 food processors, which employ 40,000 workers at 150 production facilities throughout the Pacific Northwest.

At the presentation, Tim discussed how Business Oregon provides opportunities to existing Oregon companies to grow and expand job opportunities for Oregonians. These opportunities pave the way for businesses to stay in Oregon, expand production here, enter new global markets and compete and win in the global economy.

In the food processing sector, this approach is reflected in our recent partnerships with great companies as Face Rock Creamery, Bridgetown Foods, The Better Bean Company, Classic Foods and Betty Lou's and in our work as part of the Oregon food processing team, a partnership between public and private organizations to promote and grow the industry in Oregon.

Recent activities of the food processing team include attending the Winter Fancy Food Show in San Francisco late January and the team plans to take a delegation of Oregon companies to the Natural Products Expo West in Anaheim, California in March.

The team's mission is to identify growing and expanding food processors, develop relationships and generate business recruitment leads. At the same time, they are supporting existing food producers by developing stronger resources and valuable information about their industry.

Oregon's food processing industry employs more than 28,000 Oregonians at more than 940 companies and accounts for sales of nearly \$8 billion annually. Food processing manufacturing jobs grew by 7.8% between 2007 and 2012 according to the Oregon Employment Department.

In addition to supporting existing manufacturers, we are working with companies from the United Kingdom, China and Japan that are looking to locate facilities here in Oregon.

The top reasons for their interest in Oregon include:

- Oregon's close proximity to the huge California market and its 38 million consumers, without the high cost of operating in California.
- Oregon's transportation infrastructure with good access along the western U.S., and the Port of Portland and its easy connection to the Pacific Rim for exports.
- We grow a lot of products here to which manufacturers can add value,

[Learn More](#)
◆ [Oregon Food Processing Team](#)

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Exporting Oregon

Export Scholarships for PCC in 2014

In addition to helping companies participate in tradeshows and missions, Business Oregon plans to continue to utilize Export Promotion Grants to support export training for Oregon small business owners in 2014.

In 2013, Business Oregon used U.S. Small Business Administration State Trade and Export Promotion (STEP) grant monies to provide scholarships to 16 Oregonians working for small- and medium-sized Oregon businesses. The funds helped the business people defray the costs to attend the International Trade Small Business Management program offered by the Small Business Development Center (SBDC) at Portland Community College.

"This is the core of the Small Business Development Center philosophy and with the export promotion grant these small businesses learned from the best subject matter experts in the Portland metro area," said Tammy Marquez-Oldham, the SBDC's Director.

[Eugene Firm Benefits from Export Assistance](#)

especially in the Willamette, Hood River and Rogue River valleys. Much of Oregon's 220 different agricultural commodities can be used by food processors to create new products.

- Highly trained and skilled workforce and a competitive business climate. Growing food processing plants operated by Amy's Kitchen, Pacific Natural Foods and NORPAC employ state-of-the-art technology and workers who are among the best-trained anywhere in the nation.

Throw in Oregon's top notch breweries, world-class wineries and distillers and it is clear why Oregon's food processing industry has, and will continue to, deliver a veritable bounty of economic benefits for all Oregonians.

Oregon Delegation Headed to Germany



The Business Oregon global trade and recruitment teams are looking for Oregon companies interested in exhibiting at Hannover Messe, the world's largest advanced manufacturing trade show and conference, to be held April 7-11. By traveling to just one location, Hannover, Germany, Oregon companies will be able to meet with more than 200,000 international buyers and industry decision-makers. Last year, more than 6,000 exhibitors from 62 countries participated in this show.

Business Oregon will partner with the cities of Gresham and Hillsboro as well as the Port of Portland to promote Oregon's business climate for technology and advanced manufacturing opportunities. They also will be coordinating with Select USA and have a presence in the USA Investment Pavilion.

Companies in the following sectors should consider participating—Energy Efficiency, Conservation, Renewable (solar, biomass, biofuels, fuel cells, hydro, wave) and Conventional Power Generation, Power Supply, Transmission, Distribution, Storage, and Waste-to-Energy, Wind and Wind Components and Services, Electric Vehicles, Mobile Energy Storage and Alternative Mobility Solution, Industrial Automation, Green Manufacturing, Industrial Subcontracting, R&D and Technology Transfer and Trade and Investment.

Learn More

- ◆ Apply or get information
- ◆ Oregon Hannover Web site
- ◆ Select USA

Some of the Oregon firms that have already signed up to attend include:

ClearEdge Power—fuel cell producer and power system distributor

EV4 Oregon, LLC—developer of ETM, solar powered EV charging stations that captures, stores and dispenses energy

XZERES Wind—leading designer, manufacturer and distributor of small wind turbines

Zess Inc—designs and manufactures compact, micro-channel heat exchangers for high temperature applications in power generation and energy recovery

Participating companies have access to:

- Export promotion matching grants up to \$5,000 available to help defray costs of appearing at show for qualifying Oregon firms;
- Dedicated Oregon Hannover Messe Web site and coordinated social media marketing campaign to promote your company to 21,000 Hannover Messe Facebook followers, 5,600 Twitter followers, in addition to targeted LinkedIn and Xing (i.e., Germany's LinkedIn) campaigns—free of charge; and
- Receive dedicated support from the state of Oregon, U.S. Export Assistance Center and Oregon's representative in Europe, IBT Partners, before, during

Avant Assessment of Eugene received two export assistance grants from Business Oregon and also was introduced to officials from the U.S. Saudi Arabia Business Council by a Global Trade Specialist from the agency. As a result of these efforts to find the company customers in the Middle East, Avant's revenue from that part of the world is on track to surpass their domestic revenue this year.

"I believe that the revenue from the Middle East will trump domestic sales for Avant this year. Wow! And I credit you and your team for the introduction to Ana, the support with travel grants, and everything you do for the businesses of Oregon. I could not be prouder to be a native Oregonian and representing our state in the region. If there is anything I can do to spread the word about your wonderful service, just let me know."

Mimi Jett, Chief Development Officer and VP Business Development & Marketing, Avant Assessment

and after Hannover Messe.

Companies [interested in applying](#) or [getting more information](#) should contact us right away.

Annual Report

The 2013 Annual Report is complete, and presents the work of Business Oregon and all of its underlying programs during this past fiscal year. Visit the [Web version of the report](#) and learn about our programs, our people, and the work we do to drive business and community development throughout the state.

Export Promotion Grant Paying Off for Travel Firm

Business Oregon awarded America's Hub World Tours a \$1,755 State Trade and Promotion Program (STEP) grant to help defray costs associated with attending the International Pow Wow trade show last June in Las Vegas. The company's participation in the show has so far resulted in \$12,500 in new sales.

America's Hub World Tours owner David Penilton offered the following testimonial about his experience with Business Oregon's export promotion team:

[Learn More](#)
◆ America's Hub World Tours

"America's Hub World Tours (AHWT) specializes in customized travel experiences in Oregon and we work with partners—throughout Washington, and beyond—to promote tourism in the Pacific Northwest. Our transportation resources range from express passenger vans to buses, private VIP excursions to step on guide services.

At the start of our business, we generated revenue mainly from the domestic market. Then we realized more individual and groups were utilizing our services from the international market year round. These folks included visitors from Canada, New Zealand, Australia, Japan, China, Germany, England, Brazil and Taiwan. With the increased potential of the China market, increased investment from Travel Oregon and Travel Portland and the increased presence of Brand USA internationally, we knew our business had to find ways to make more of an investment in the international market to compete.

As a small business we lack the funding to market and promote our services to both the domestic and international market. Because of the commitment our company has shown as it relates to promoting tourism in the region, both Travel Oregon and Travel Portland suggested that we reach out to Business Oregon to gather information about other resources available to small business. After attending the Governor's Conference, we discovered a grant program to help market our services to international tourist.

The additional funding helped us to travel with Travel Oregon and Travel Portland to the International Pow Wow (IPW) as well as free up capacity to attend JATA show in Japan and travel to China to promote our services. The results have already shown an immediately return on our investment. There are several major companies who have uploaded our products into their system internationally. We have received visitors traveling to Portland who have taken tours with us to Mt Hood, Bend, Southern Oregon and the Oregon Coastal Range. The impact has been felt by hotels, restaurant, rental car companies, many attractions, breweries, wineries and retail companies throughout Oregon.

The most important areas of success has been gaining a better understanding of the international market:

1. International companies decision making patterns
2. How they use local operators in the U.S.
3. Better understanding of Distribution Network Channels
4. Determining how we can market our services to existing networks
5. Understanding how we as a business community can collaborate

more

I strongly encourage other small companies to gather information from Business Oregon to see how they might be able to help support their efforts."

We hope to hear the same kind of feedback from companies headed overseas this year, including AbSci, an entrepreneurial biotech company currently using the Oregon Biotechnology Incubator, associated with Oregon InC. AbSci recently spoke with the Oregon Business Development Commission detailing the benefits of the incubator and their potential growth, and we're happy to now work with them on export opportunities in foreign markets.

Study Shows Improvement in Transparency of Oregon's Incentives Programs

A recent [study](#) by the organized labor group "Good Jobs First" on the transparency of state incentives ranked Oregon #8 and also dubs the state the "most improved" regarding how easily such information is available to the public. The ranking is based, in part, on improvements made to [Business Oregon's transparency page](#).

Enterprise Zone Applications Now Being Accepted

Business Oregon will designate up to four enterprise zones from submissions received from cities, ports and counties across the state during the application period that is open until April 11.

Oregon's enterprise zones offer a unique resource to Oregon communities, and an excellent opportunity for businesses growing or relocating in Oregon. Primarily, enterprise zones exempt businesses from local property taxes on new investments for 3-5 years in a standard zone.

There are currently 64 enterprise zones creating better opportunities for business investment across Oregon: 51 rural and 13 urban.

[Learn More](#)
♦ Zone Sponsorship

An applicant will need to

- actively consult with local taxing districts
- adopt resolution(s)
- complete required pages of the application form, including economic data
- provide map and description of the proposed enterprise zone and its industrial land base

All documents must be received (or postmarked) by Business Oregon on April 11, 2014, by 5:00 pm. Documents may be mailed or hand delivered to: Attn: Enterprise Zone Coordinator, Business Oregon, 775 Summer St NE, Suite 200, Salem, OR 97301-1280.

Drive Oregon Announces Awards

The Oregon Innovation Council's electric vehicle industry initiative Drive Oregon recently announced three new awards totaling \$85,000 through its matching grant program.

The Drive Oregon initiative aims to establish Oregon as a world leader in the design, manufacture and integration of ultra-efficient vehicles, technology and charging infrastructure. The grants are designed to accelerate the growth of Oregon's electric vehicle industry:

- \$40,000 grant to support a partnership between Portland-area startup KersTech Vehicle Systems and Oregon forklift manufacturer NACCO Materials Handling Group (makers of the Hyster, Yale and Utilev brands) to create and test a prototype of KersTech's TwinTorq compound electric-hydraulic motor in a forklift vehicle.
- \$25,000 to help southern Oregon's Brammo Inc. develop an innovative marketing strategy for a new product launch.
- \$20,000 to assist Portland's Shorepower Technologies fulfill a new contract to design, manufacture and install 10 electric charging stations.

"Industrial equipment is one of the most promising markets for electric motors, and Oregon already has substantial capabilities in this industry," noted Lester Erlston, KersTech's CEO. "We are thrilled to work with a large, established company like NACCO to demonstrate the TwinTorq motor's ability to help vehicles with frequent start-stop drive cycles use battery energy much more efficiently to significantly extend driving range."

Alan Bates of Shorepower pointed out that "these electrification stations will be designed and built here in Oregon, and will reduce unnecessary oil consumption and air pollution across the country. They also will have money for emergency response services, making them more cost effective."

According to Drive Oregon Executive Director Jeff Allen, "This was our most competitive grant round yet; our board reviewed seven proposals seeking \$300,000. These three approved grants, totaling \$85,000, are expected to leverage more than \$750,000 in matching funds immediately, while accelerating long-term job growth here in Oregon."

Learn More
◆ Drive Oregon
◆ KersTech
◆ NACCO
◆ Brammo
◆ Shorepower

"Drive Oregon has previously paid out just under \$400,000 in matching grants, which have already leveraged nearly \$4 million in additional investment," Allen noted. "We look forward to continuing this highly successful program."

The next round of Drive Oregon matching grant applications will be due February 28, 2014, with funding recommendations expected in April.

Oregon Story Board Names First Executive Director

The new digital filmmaking nonprofit Oregon Story Board, which aims to connect Portland's growing technology sector with the state's film industry, recently named Nicholas de Wolff its first executive director.

The nonprofit group was created last spring with the guidance of the Governor's Office of Film and Television. The Portland Incubator Experiment, which nurtures young tech companies under the tutelage of ad agency Wieden+Kennedy, will help guide the effort that received \$882,000 in backing last spring from the Oregon Legislature through the Oregon Innovation Council.

The Oregon Story Board, "It's going to be how we create connections between our tech and creative industries," Vince Porter, director of the state's film office, told *The Oregonian*. Porter said he hopes the effort will eventually help support companies that in turn will provide technical resources to Oregon filmmakers.

Formerly chief marketing officer for Technicolor, de Wolff has worked as a consultant to film studios, nonprofits and others in the Los Angeles area. He has experience in filmmaking and online entertainment and helped create online promotional campaigns for Disney, the Jim Henson Co. and Sony.

Learn More
◆ Oregon Story Board
◆ Portland Incubator

Upcoming Events

- IFA Board meeting Feb 14
- Oregon Growth Board meeting Feb 24
- Broadband Advisory Council meeting Feb 27
- Business Development Commission meeting Mar 21
- OEDA Spring Conference Mar 21

Several small business seminars are scheduled in February and March. Be sure to visit our [Events Calendar](#) to get a list of all events and their details.

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