

SURVEY RESULTS: Oregon Business Plan Input – Please respond as part of ODSIC

Results from ten respondents (August ODSIC meeting), higher the points – higher the rank in importance

Rank Top 5	CURRENT OBP INITIATIVES	Extremely Important	Important.	Not Very Important	Not Important At All.
(7)	IMPROVE PUBLIC FINANCE AND SERVICES.		3 votes	4 votes	
#1 (42)	EXPAND OREGON'S CAPACITY FOR ECONOMIC INNOVATION.	6 votes	1 vote		
#2 (17)	ACHIEVE A HIGHER RETURN ON OREGON'S INVESTMENT IN PREK-20 EDUCATION.	5 votes	2 votes		
(1)	ENHANCE OREGON'S FOREST RESOURCE BENEFITS.		1 votes	3 votes	3 votes
(4)	ENHANCE OREGON'S TRANSPORTATION INFRASTRUCTURE.	1 vote (highway, not rail)	4 votes	2 votes	
(3)	MAKE LAND AVAILABLE FOR TRADED-SECTOR INDUSTRY DEVELOPMENT.	1 vote	2 votes	4 votes	
(6)	SIMPLIFY AND STREAMLINE REGULATION AND PERMITTING.	1 vote	3 votes	2 votes	1 vote
#3 (13)	IMPROVE HEALTHCARE AND CONTROL ITS COSTS.	1 vote	6 votes		
#5 (6)	BRAND AND MARKET OREGON MORE AGGRESSIVELY.	1 vote	5 votes	1 vote	
(2)	2006 OBP POTENTIAL INITIATIVES	1 vote	1 vote	1 vote	1 vote
0	DRUG USE		5 votes	2 votes	
0	WATER POLICY	1 vote	1 vote	5 votes	
0	ENERGY	1 vote	2 votes	3 votes	1 vote
(3)	TELECOMMUNICATIONS	2 votes	3 votes	2 votes	
#4 (10)	HIGH PERFORMANCE MANUFACTURING	2 votes	4 votes	1 vote	
(5)	TARGETED WORKFORCE DEVELOPMENT	1 vote	5 votes	1 vote	
(0)	OTHER – (Tax Reform)	(1 vote)			

Please Identify Specific Cluster Initiatives

In addition to telling us about your industry's general priorities and concerns by evaluating the OBP Core Initiatives, please prioritize the specific action items, policies, opportunities, or programs that would enhance your industry's competitiveness. (ie. Build a new research center, create a forum for networking, develop an industry marketing campaign, design a ballot initiative to implement a new policy, etc.) You may list as many as you like (use the back or an additional page if you have more than three), but please list them in priority order as we will select the top priorities for the 2006 OBP Agenda and keep all proposals in consideration for future years. Your list should include well-defined, measurable action items that you would like the OBP to support.

1.

- Display 101 / compatibility lab at local university
- Need support for display technology and development
- Clean up tax structure to attract industry and education that builds a multi-decade strategy for displays; not just 2006
- Support existing industry clusters with all of the above.

2.

- Long-term optics research center
- Promote Oregon businesses and give them an opportunity to sell product within the State to public entities
- Create forums between dissimilar industries (biomedical – semiconductor), foster new breakthrough technology

3.

- Tech transfer policy friendly to emerging companies
- University funding wrapped around industry clusters. Display / avionics / semiconductor / open source software

Comments or Explanations for Choosing these Action Items:

Better to get better at what we're already good at rather than starting something new.

Cluster Specific Initiatives (Amy Keiter)

1. Position the Portland region as a Center of Excellence for the display industry. This initiative is a multi-faceted campaign, aimed at strengthening the display cluster. Components of this effort include marketing, deepening connections into Oregon's system of higher education and K-12, recruitment, and access to venture capital.

The effort to market the cluster has already begun, by influencing the national display trade organization to hold a technology symposium here and by lobbying the same organization to hold its international trade show in Portland. In addition, Brand Oregon will be marketing the cluster in California (and display trade publications), encouraging companies in the industry to consider expansion or relocation into Oregon. Continued marketing efforts will help the cluster fill in the gaps in the supply chain, and mitigate the local media's assertion that the display industry is dead or dying in Portland.

Building bridges into Oregon's education systems is critical to the growth of the cluster. Cluster company members are in agreement that "growing our own engineers" (rather than recruiting them from out of the state) will help ensure a thriving display industry. To that end, the cluster has set as one of its key objectives creating a "Display 101" course to be offered at the college level. A curriculum outline has already been developed and local experts to present the material have been identified. At the recent display technology symposium here in Portland, the cluster helped sponsor 40 high school and college students to attend a "Student Day", exposing the students to the latest developments in display technology in the hopes of sparking interest in the field, creating a pipeline of future engineers.

Improving access to venture capital to help support entrepreneurship in the display industry is another key objective of the cluster. We have not made significant progress on this goal, but have identified a few players who may be able to help enable progress on this front.

2. Bring federal research dollars in display technology into Oregon's university system. This is a recently identified opportunity, which has not been fully fleshed out or explored. This could be a significant initiative for the cluster to undertake, in conjunction with PSU, OSU, OIT, U of O, and OHSU. A cluster sub-committee has developed a recommendation for a display compatability/characterization lab to be developed in the Portland metro region, but this proposal needs vetting.