



OREGON BUSINESS ASSOCIATION

6975 SW Sandburg Street, Suite 250 Tigard, Oregon 97223
Ph: 503-641-0990 Fax: 503-641-0959 oba@oba-online.org www.oba-online.org

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Joint Interim Committee on Economic Development
900 Court St. NE
Salem, Oregon 97301

Dear Members of the Committee:

Sometimes we are good – and sometimes we are just lucky.

This week we have the opportunity for both.

We are simply lucky that Phil Knight was born in Oregon, attended Cleveland High School and the University of Oregon, and returned home with a waffle-maker, \$500 in his pocket and an idea which transformed the global market in sports apparel. He started with a small group of associates at a nondescript strip mall off of Murray and Beaverton Hillsdale Highway, kitty corner to an Arco gas station. This grew into Nike.

Sometimes it is better to be lucky than good..... and we Oregonians are just incredibly lucky that Bill Bowerman and his relationship with Oregon lured him back to our home which changed the face (and economic landscape) in a manner fitting for this incredible state and the people who make it great.

This week you have the opportunity to be good. Good at helping create an environment for economic growth. Good at boosting the per-capita income of Oregonians. Good at seeing a major opportunity and not blinking.

So often, we see states going above and beyond and accomplishing the near-impossible to attract a major employer to locate and grow in their boundaries. This week, we are only asking to provide certainty to a man and his company that have branded our home.

We are all aware that for a business or an individual contemplating a large investment, certainty is the most important aspect of the decision. OBA believes this legislation could be groundbreaking and emulated by other states, not by providing new incentives, but by guaranteeing the precious (and portable) traded-sector jobs so critical to Oregon's future as a job-producing state with a thriving economy.

Together, we can transform today's motto of "Just Do It" to "Just Did It" -- for Oregon, for all of us.

*Source: AECOM Economic Impact Study

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Oregon Business Association

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