



February 6, 2020

House Committee on Economic Development
Chair Rep. Lively, Co-Vice Chairs Rep. Fahey, Rep. Wilson, Members of the Committee
900 Court Street NE
Salem, Oregon 97301

Re: Support for HB 4157

Chair Lively, Vice-Chairs Bonham and Fahey, Rep. Wilson:

I am a 27-year resident of Central Oregon with experience in utilities, economic development and business consulting. Currently, I am the Area Manager for BBSI, a national business management consulting company, with nine branches in Oregon, that supports business owners on their road to success in an ever-changing landscape.

Central Oregon is experiencing fast growth in many sectors, but desperately needs manufacturing/assembly jobs that create high paying jobs with benefits to afford the cost of living. The outdoor products industry has a long history in the region and is experiencing high interest as Central Oregon is being discovered by urban escapees. Many of BBSI's clients are small outdoor products companies that are growing, adding employees and competing on the domestic and international stage. BBSI has partnered with Oregon Outdoor Alliance and Bend Outdoor Worx to support the growth of the industry in a region that provides the perfect environment for success. BBSI offices across the state are supporting the creation of Oregon Outdoor Alliance chapters to fuel outdoor products growth in their own regions.

The state can assist in building a statewide outdoor industry, including support for HB 4157. This bill will provide funding for the purposes of program development, program execution, business education, business mentoring, business advising, business plan development, regional outreach around this state, exposure opportunities and technical assistance in the outdoor gear and apparel industry.

Oregon has the chance to be a leader in an industry that is a natural fit to our beautiful, rugged and landscape diverse state. Please take this important step.

Sincere Regards,

A handwritten signature in blue ink, appearing to read 'Eric Strobel', written over a light blue grid background.

Eric Strobel
Area Manager
BBSI – Central Oregon