

February 8, 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:

My name is Serena Dietrich, and I have been a professional working in Oregon for over 16 years. Moving to Oregon, initially I wanted to enjoy the natural landscape, the vibrant communities, and the uniqueness of the people. I quickly found that there is an entrepreneurial spirit here as well that I haven't encountered in other areas of the country. I quickly became proud of the businesses that had roots set in Oregon. The loyalty that an Oregonian has to its local businesses is hard to beat.

Oregon is Outdoor. Products and businesses built here in Oregon are based here because of what the outdoor experience has to offer. My current role today allows me to have real conversations with outdoor businesses. What makes them tick? What opportunities and challenges do they see coming their way? The passion and drive to succeed in an ever-changing world, collaboration and innovation is key. Support from peers, local and state leaders is essential to continue building success.

There is power in the Oregon Outdoor Industry. As a state, we need to attract, encourage and preserve the talent by supporting current and future outdoor companies. The creativity and innovation that is churning is undeniable, and allows for communities to flourish and bond with an industry unlike any other. We need to put effort and support into building outdoor industry, and the best next step is to support HB 4157. The bill would 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. All of these initiatives are the key to successfully building, supporting, and maintaining a healthy outdoor industry in Oregon.

Sincere Regards,

Serena Dietrich
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