

INSIDE BUSINESS

Statesman Journal

Inside Business editor: Dick Hughes (503) 399-6727, dhughes@StatesmanJournal.com

Tuesday, February

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Welcome to Inside Business

We're pleased to present a monthly section that targets local, regional and state economic issues being discussed in boardrooms and executive-level offices throughout the Mid-Willamette Valley.

Features include:

- Roundtable, which offers experts' answers on a particular issue, such as work force development.
- Executive Summary, a collection of commentaries on different topics.
- One-on-One, an interview with a well-known executive.
- A cover-story topic that includes commentaries from several experts.
- Trends analyses from state experts.

Online features will include video interviews and opportunities for readers to engage in the discussions. Go to StatesmanJournal.com/insidebiz



Dick Withnell discusses the value of companies' giving back to the community

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Four business professionals discuss current business issues

EXECUTIVE SUMMARY,
PAGE 5

A diverse work force creates a competitive advantage

PAGE 6

We ask four managers about the role of technology in business

ROUNDTABLE, PAGE 7

Oregon's work force development

Is the Mid-Willamette Valley's work force good enough to attract high-tech companies?

Is Oregon in position to attract quality jobs?

The questions invariably come up in discussions about work force development, particularly in the Salem area, which has seen modest growth at a time when the Mid-Valley's demographics are changing rapidly.

The 2007 Benchmark Report from the Oregon Progress Board gives a hint on the answers facing work force development.

The annual report cited "Quality Jobs for all Oregonians" as its No. 1 goal. According to the report:

■ "... Robust job growth slightly outweighs the fact that Oregon's personal income levels, when compared to the national average, are falling."

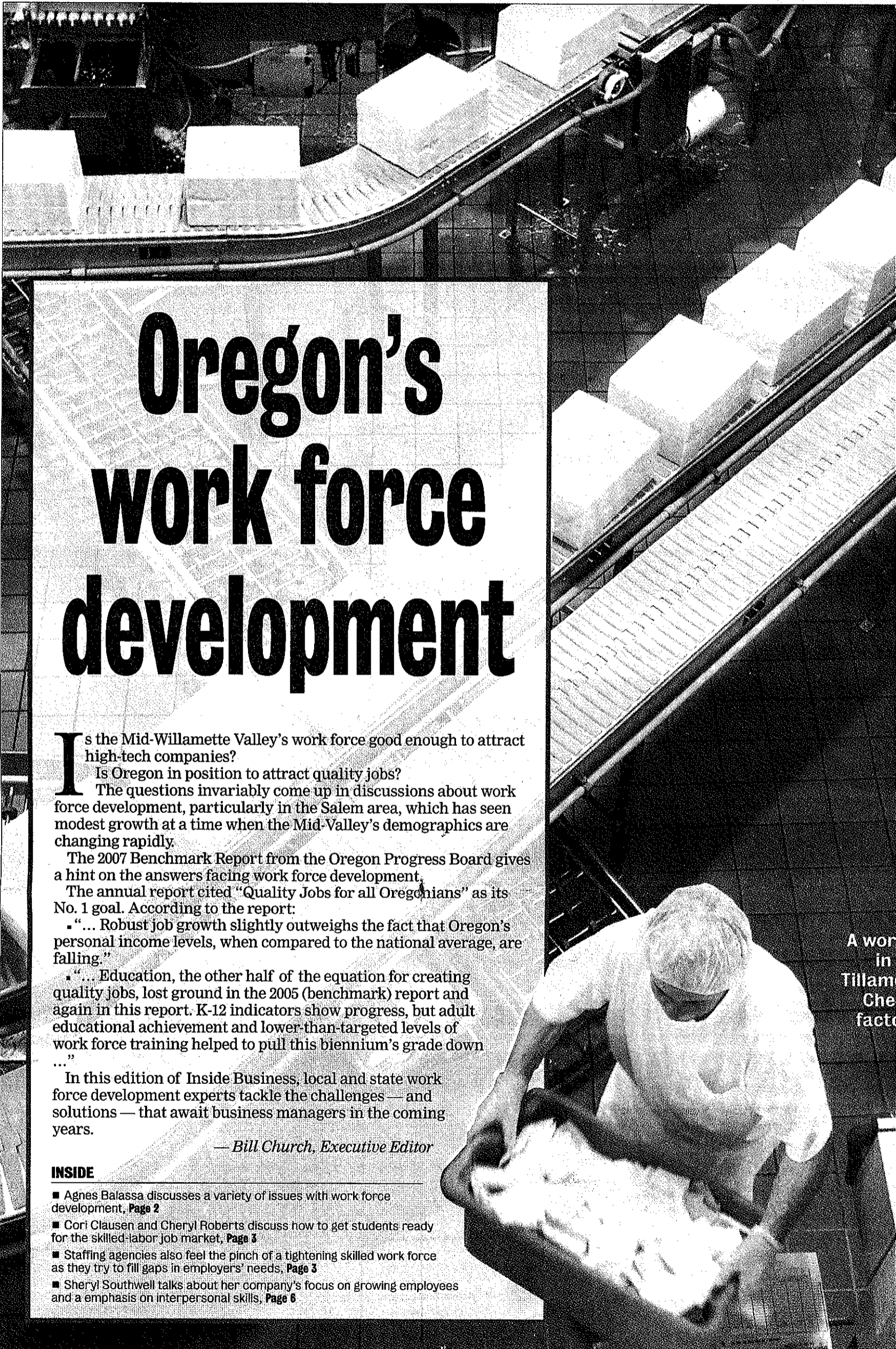
■ "... Education, the other half of the equation for creating quality jobs, lost ground in the 2005 (benchmark) report and again in this report. K-12 indicators show progress, but adult educational achievement and lower-than-targeted levels of work force training helped to pull this biennium's grade down ..."

In this edition of Inside Business, local and state work force development experts tackle the challenges — and solutions — that await business managers in the coming years.

— Bill Church, Executive Editor

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A work
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THOMAS PATTERSON | Statesman

Area struggles to find skilled manufacturing workers

Manufacturing provides a

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